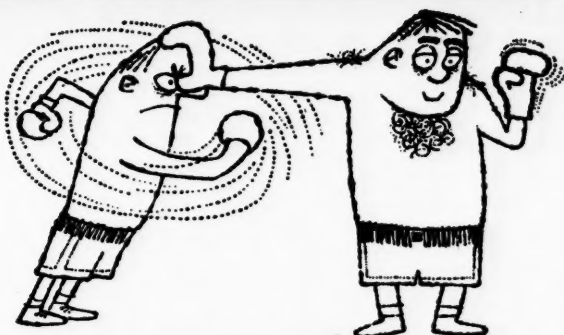


The NATIONAL UNDERWRITER

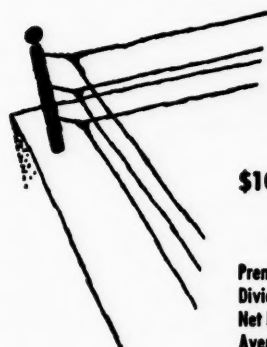
Life Insurance Edition



**AS COMPETITIVE
AS THEY COME!**

When it comes to competition, a Union Mutual Preferred Risk just can't be touched. It combines low premiums with low net cost to make one of the best buys on the market today. (See illustration below). The minimum policy is \$10,000 and all of U. M.'s. PLUS VALUE Settlement Options are available including Life Income (10 yr. Cert.) male 65 which pays \$6.30 per mo. per M of proceeds.

**TOSS YOUR CONTENDER
INTO THE RING ...**



And Compare!

**\$10,000 — Age 35 — Ann. Premium \$239.30
1st Year Dividend — \$22.20**

	10 Years	20 Years
Premiums	\$2,393.00	\$4,786.00
Dividends*	397.80	1,217.10
Net Payments	1,995.20	3,568.90
Average Payments	199.52	178.45
Cash Value	1,750.00	3,630.00
Net Cost	245.20	+ 61.10
Average Cost	24.52	+ 3.06

*1957 Scale — not accumulated. While not guaranteed U. M. has paid dividends every year since 1850.

Underwritten by

UNION MUTUAL LIFE INSURANCE COMPANY
OF PORTLAND, MAINE
Canadian Head Office — Montreal, P.Q.

America's Eighth Oldest Life Insurance Company
Rolland E. Irish, President • John R. Carnochan, Vice President in Charge of Agencies

LIFE UNDERWRITERS SINCE 1848

FRIDAY, SEPTEMBER 20, 1957



"With taxes the way they are, boss, how about skipping the raise and giving us Provident Mutual group insurance benefits?"

More management men every day are talking to Provident Mutual agents about group insurance. Provident Mutual offers every major group coverage, engineered by trained specialists in the group field—men whose technical skills are matched by their understanding of the human values involved.

Other important employee benefits factors are

part of the Provident Mutual picture, too—such factors as salary savings, and a broad line of policies and services for funding pension and profit sharing trusts.

And that's why more *brokers* every day—brokers with an eye to sales and service—are associating themselves with Provident Mutual.

Provident Mutual

Life Insurance Company of Philadelphia

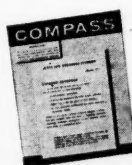
PERFECT PROSPECT for AETNA LIFE'S PROFESSIONAL PARTNERSHIP INSURANCE PLAN

He's Dr. George F. Hosmer . . . age 41 . . . practices surgery with two other partners . . . makes a fine income . . . the partnership enjoys a large and growing practice. *BUT* . . .

The partners have not provided for the future of the partnership or an income for the deceased's family should death suddenly disrupt the partnership.

Dr. Hosmer and his colleagues are *perfect prospects* for Aetna Life's Professional Partnership Plan. Certain rulings under the 1954 Internal Revenue Code have increased the advantages for professional partnerships to consider such a plan.

You, Mr. General Insurance Man, undoubtedly know of professional partnerships (architects, dentists, etc.) like this. Check your files . . . and then call your nearest Aetna Life General Agency. They will be pleased to demonstrate how this Aetna Life plan can help your clients. You benefit, too — from this EXTRA SERVICE — through large-commission sales.



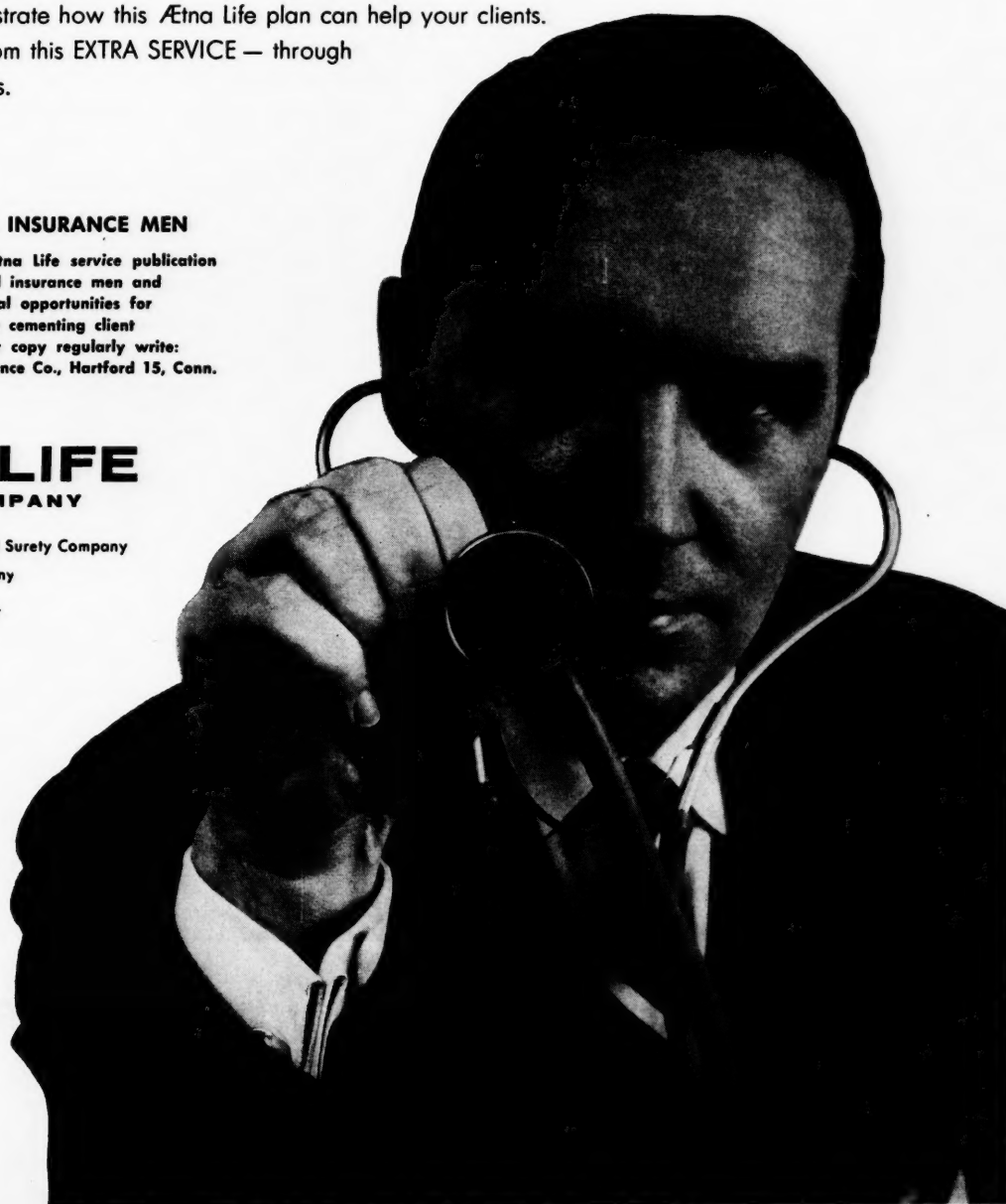
SERVICE TO GENERAL INSURANCE MEN

"Compass" is a monthly Aetna Life service publication written especially for general insurance men and brokers. It points out unusual opportunities for building commissions and for cementing client relationships. To receive your copy regularly write: "Compass," Aetna Life Insurance Co., Hartford 15, Conn.

AETNA LIFE INSURANCE COMPANY

Affiliates: Aetna Casualty and Surety Company
Standard Fire Insurance Company

HARTFORD, CONNECTICUT



Some insurance
is for being alone.
Equitable's
Living Insurance
is for being together, too.

Love has a very long life of care. All the things a family needs to
feel safe and secure and comforted lie within its embrace. Love,
insurance is one of these.

In fact, here is the best kind of happiness that your family — and
you — could have. Because Equitable offers a good deal more than
protection in case of trouble. It can help you build, truly, the place
closest to your heart. For your children's education. For your
retirement.

Living Insurance can provide money for business expansion,
money for dog medical bills. It can help you enjoy a life free of
worry, with good prospects, guaranteed. For Living Insurance
means benefits for the living. Benefits for you while you live. It's
the benefits for those who live on after you. Who not see the Man
from Equitable?

**Living Insurance
by Equitable**

The Equitable Life Assurance Society of the U. S.
200 Broadway Avenue, New York 1, N. Y.

Another good reason why people look up to
The Man from Equitable

Living Insurance by Equitable

The Equitable Life Assurance Society of the U. S. • 393 Seventh Avenue, New York 1, N. Y.

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

Sept. 20, 1957
61st Year, No. 38

Preble Heads New Group Formed By Big-Case Agents

'Assn. Of Advanced Life Underwriters' Chosen As Name At Detroit Meeting

DETROIT—The organization growing out of the cooperative efforts of a number of big-case agents in protecting the bank-loan plan against congressional action was formally set up here under the name "Assn. of Advanced Life Underwriters."

It was born at a 2-day meeting held here as the National Assn. of Life Underwriters annual convention was getting underway.

Dues were set at \$200 a year, as was indicated in earlier news stories.

Temporary chairman of the meeting was J. Milton Edelstein, Connecticut Mutual Life, Chicago, Ill.

Permanent officers elected are Robert C. Preble Jr., National Life of Vermont, Chicago, president; Merrill P. Arden, Connecticut Mutual Life, New York City, and James Stoessel, National Life of Vermont, Los Angeles, vice-presidents; Harold Franklin, Canada Life, Cleveland, secretary, and William J. Robinson, independent, Wilmington, Del., treasurer.

The law firm of Cooper & Silverstein was elected as counsel and executive directors to represent the association in Washington, D.C.

Plans were formulated to hold the first annual meeting in Washington during April, 1958. Membership qualifications will be announced shortly.

A poll of the delegates present indicated that most of them are members of National Assn. of Life Underwriters. These delegates reported widespread interest in membership on the part of "advanced underwriters."

Founders of the new association described it as "a group dedicated to the protection and promotion of the interests of the life insurance buying public."

The following preamble to the constitution was adopted:

"Because the dynamic growth in our American economy has expanded the scope for and the needs for life insurance, thereby resulting in new problems affecting the life insurance (CONTINUED ON PAGE 28)

FTC Seeks Jurisdiction On Direct Mail Ads In Travelers Health Case

WASHINGTON—Federal Trade Commission has asked eighth circuit court appeals to affirm the FTC cease and desist order against Travelers Health Association of Omaha, which is licensed in Nebraska but sells A&S by mail in all states. FTC claims jurisdiction over direct mail insurance advertising in interstate commerce.

The laws of Nebraska and other states do not regulate the company's mail order business within the meaning of the McCarran act, the commission's brief said. No Nebraska law, including a recent amendment of the model fair trade practice act, can do more than regulate the company's activities within the state. The amended act makes it illegal for a Nebraska insurer to engage in deceptive practices outside the state.

The brief termed "unsound and obviously contrary to law" the company's argument that enactment of the Nebraska statutes had the effect of divesting FTC of its interstate jurisdiction. Although Nebraska could halt false advertising practices or revoke a charter, this is not the type of regulation contemplated by the McCarran act. Nebraska cannot be expected to police the company's activities in other states which, due to the mail order nature of the business, cannot protect their citizens. The federal government is the only government to which people of other states may look for protection.

Noting that a Nebraska department regulation interpreting its statutes had termed Travelers Health advertising deceptive in April, 1956, the FTC brief said there has been no evidence that the department has taken any action against any insurer. While FTC did not base its jurisdiction on failure of state enforcement, there would have been no occasion for the commission to proceed in this case if Nebraska had prohibited the company's advertising practices.

FTC disputed the company's argument that its advertising practices are regulated by other states, too. Even if another state could issue a cease and desist order against Travelers Health, the brief said, the order could not halt the challenged advertising because all the material is mailed from Nebraska.

ALC Program Lists Top Speakers For Two General Sessions

A lustrous program for the two general sessions of the American Life Convention annual meeting, Oct. 7-11, at the Edgewater Beach hotel in Chicago has been announced and among the speakers will be such notables as Cardinal Spellman, Frederic W. Ecker, president of Metropolitan Life, and Jay C. Higdon, president of Business Men's Assurance.

ALC President John A. Lloyd, president of Union Central Life, who is chairman of the program committee, will preside at the general sessions Oct. 9, and will deliver the presidential address.

Commissioner Navarre of Michigan, president of National Assn. of Insurance Commissioners, will open the morning session and he will be followed by Mr. Higdon and Mr. Ecker. The first speaker of the afternoon meeting will be Charles F. Wood, president of Institute of Actuaries of England and United Kingdom manager of Manufacturers Life. The final afternoon speaker will be Cardinal Spellman.

Programs for the legal section, financial section and combination companies section together with the panel discussion on the new X17 mortality table have been reported in earlier issues.

tising practices.

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FTC jurisdiction over mail order advertising acquired from the federal Trade Commission act has not been divested under the McCarran act by state regulation, the brief concluded.

Floor Nominee Wins Post On NALU Board As Convention Ends

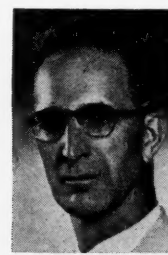
Blumberg, Grayson, Putnam, McMillon, Walker, Stewart And McNamara Are Winners

By ROBERT B. MITCHELL

DETROIT—Though competing under the handicap of not being on the nominating committee's slate, R. B. "Tilly" Walker, agent of New York Life at Hollywood, Fla., succeeded in



Albert C. Adams



O. D. Pritchard



W. S. Hendley Jr.



J. H. Baldwin

winning a place on the National Assn. of Life Underwriters board of trustees Thursday afternoon at the annual convention held here.

Mr. Walker was elected for one year, to fill out the unexpired term of William S. Hendley Jr., Mutual of New York, Columbia, S. C., who was the unopposed candidate for secretary. The usual procedure was followed, the six 3-year terms going to the six top-scoring candidates and the 1-year term to the seventh place winner.

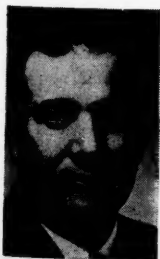
The other winning trustee candidates are David M. Blumberg, general agent of Massachusetts Mutual Life at Knoxville, Tenn.; Louis J. Grayson (CONTINUED ON PAGE 30)

Late News Bulletins...

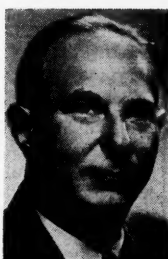
Hugh S. Bell Wins NALU's Russell Award

DETROIT—Hugh S. Bell, general agent of Equitable Life of Iowa at Seattle, is the 1957 winner of the award given annually through NALU in memory of John Newton Russell by his son, John H. Russell, for outstanding service to the institution of life insurance. The award was made Friday morning, as the final event of the NALU annual convention.

NEW TRUSTEES ELECTED AT NALU DETROIT CONVENTION



D. M. Blumberg



Louis J. Grayson



R. L. McMillon



F. G. McNamara



Ellen M. Putnam



J. A. Stewart



R. B. Walker

NALU Cites Dallas, Omaha And Jonesboro For Public Services

Dallas, Omaha and Jonesboro, Ark., Assns. of Life Underwriters have won the first annual public service awards for outstanding contributions to health and welfare activities in their communities.

The public service award program

was started a year ago by Institute of Life Insurance and National Assn. of Life Underwriters and covered activities from July 1, 1956, to June 30, 1957. Louis I. Dublin, institute consultant on health and welfare and coordinator of the program, presented bronze plaques to the presidents of the three associations at NALU's annual meeting in Detroit this week.

Dallas won first place among large associations for its educational and fund-raising cancer crusade in Dallas

city and county, with almost the entire membership participating.

Omaha won first place among medium-sized associations for the training courses it gave volunteer solicitors in 10 divisions of the community's united fund campaign.

Jonesboro won first place among the small associations because all 52 members helped in the educational and fund-raising program of the Craighead county heart fund, which the association sponsored.

The decision of the judges in each case was based largely on appreciative

letters from leaders of the civic agencies which were aided. In presenting the awards, Mr. Dublin cited this public program as one additional community service of the life insurance business.

"The health and welfare activities of the life insurance companies and their personnel are no new thing," he said. "In the past, many companies made free nursing services available to certain of their sick policyholders. Others were, and are, instrumental in promoting local health projects and immunizing campaigns of all kinds. During the past decade, a large group of life companies, through Life Insurance Medical Research Fund, have contributed millions of dollars for research in the circulatory diseases, in an effort to advance knowledge of the causes and treatment of our No. 1 killer. Many companies are making sizable contributions to aid medical education generally. As for individual contributions by life insurance personnel, particularly the agents, they are probably unmatched by any other professional group in the country."

The 1957-58 public service award program, under the same sponsorship, will seek an even wider participation by local associations throughout the country. Among the projects suggested for new and expanded local effort are activities in behalf of better schools, programs for better physical health, efforts towards better mental health, rehabilitation of the handicapped and better community funds.

In addition to the three major awards, certificates of merit were awarded to the associations of Chicago, Minnesota, Oklahoma City, Oakland, Cal., eastern Maine and Fargo, N. D.

The committee of judges which selected the award-winners was made up of the leaders in the fields of public health and welfare and the life insurance business.

N. Y. Seeks Criteria For DBL Filings; To Send Out Questionnaire

New York insurance department will send a questionnaire to all insurers writing state disability benefits coverage to determine what criteria should be established for future filings.

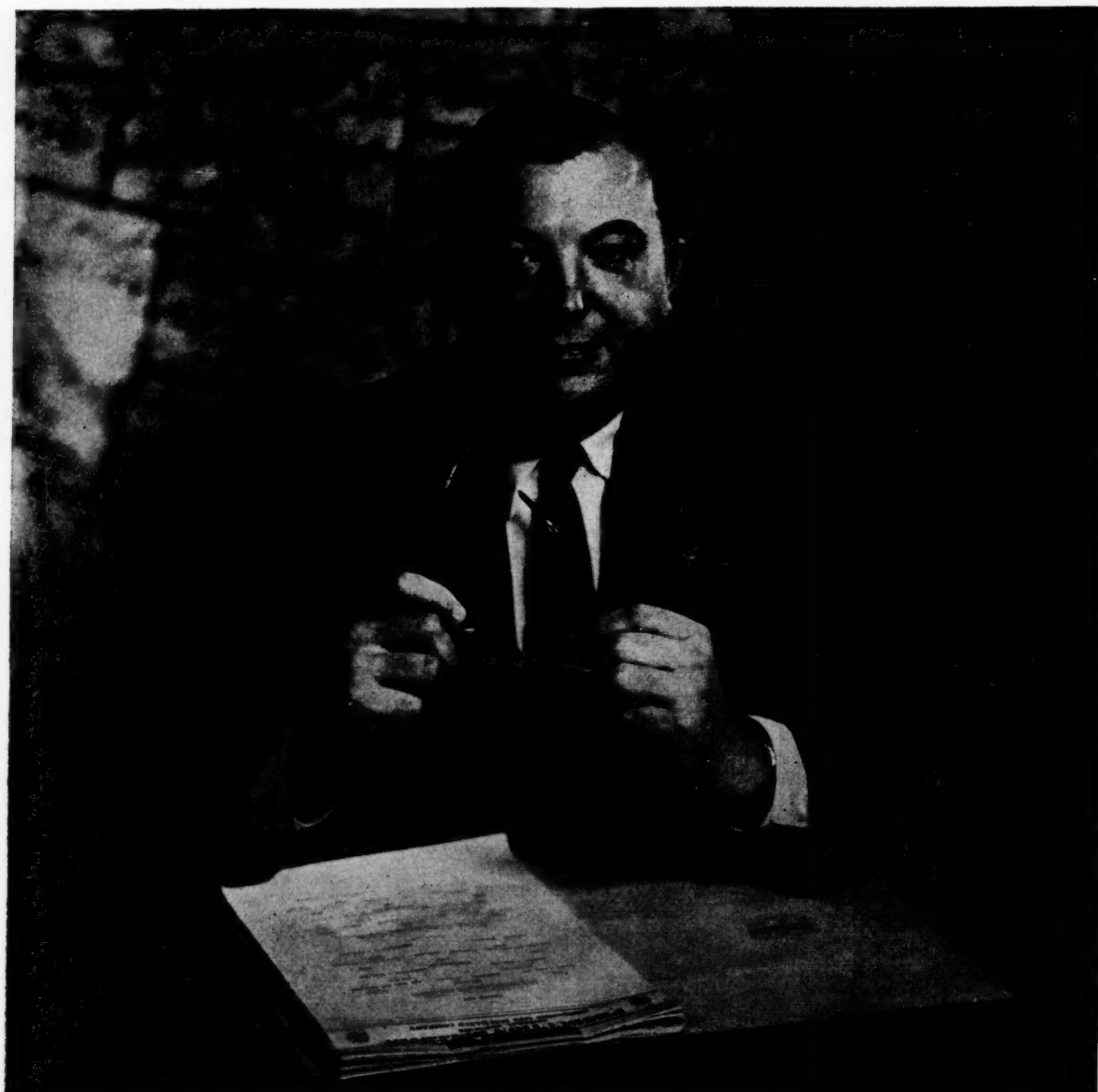
The decision to draw up and distribute the questionnaire was made at a 2-hour meeting of department and industry representatives at the New York offices. Charles C. Dubuar, chief actuary of the department, presided.

Replies received in the questionnaires will be the basis for further study of the matter. The insurers will explain their present procedures and make suggestions for changes and improvements. No conclusions were reached at the recent meeting, but insurers may submit statements to the department by November.

Steinberg To Lecture In Estate Planning Course For Fifth Year

B. William Steinberg, general agent of Massachusetts Mutual at New York, for the fifth year will instruct the estate planning course conducted by New York Insurance Society school. The first lecture will be given Oct. 2.

A new book, *Practical Property Planning—a Workbook*, written by Mr. Steinberg and Stuart A. Monroe, general agent of Mutual Benefit Life at Chicago, who teaches a similar course, will be available for the course Nov. 1.



GEORGE D. COVELL, C.L.U., AGENCY VICE PRESIDENT . . . joined Penn Mutual as Agent in 1930. Became Assistant Manager for Travelers in New York City in 1936. Went with Connecticut General as Assistant Manager in 1942 and in 1944 was named Manager in Chicago. In 1948 he was named Manager in Pittsburgh. Joined Berkshire Life as Agency Vice President in 1956.

profitable markets...successful men!

At Berkshire we are aggressively pursuing a program carefully designed to merge men and markets successfully. The completeness and competitive advantages of our policy line guarantee profitable markets for our Agents and Brokers. Our immediate aim is to enlarge our field force with men qualified to represent us in selling and field management jobs . . . and through modern, well-informed sales management, see that they prosper.

During my years in this business, I have had a chance to study the various financial arrangements offered to field management personnel by many companies. Believe me, Berkshire's are outstanding.

Strength in this area, coupled with the capable, dynamic leadership of such an experienced sales management team, firmly convinces me that today **Berkshire presents the greatest potential for personal growth in the industry!**



BERKSHIRE
LIFE INSURANCE CO.

Life, Accident & Sickness, Pension Plans, Annuities

W. Rankin Furey, C.L.U., President

George D. Covell, C.L.U., Agency Vice President

PITTSFIELD, MASS. A MUTUAL COMPANY • 1851

Carlos Gilbert

What is so unique about Carlos Gilbert that an ad should be written about him? Let us tell part of the story and say that he has been a highly successful life insurance salesman with Kansas City Life since 1918. He is a charter star member of our President's Club and its first president. He has won the coveted National Quality Award and has been a member of the App-a-Week Club for more than 27 years.

But as important as these distinctions are, it is in the field of human relations that the light of Carlos Gilbert shines so brightly. Six years a member of the Santa Fe School Board, who named a school in his honor; ten years a member of the Board of Regents, School for the Deaf, Santa Fe; a friend of virtually every man, woman and child in New Mexico.

Mrs. Gilbert has shared in her husband's interest in children too for she was, until two years ago, a teacher. As president of the Las Vegas League of Women voters, social studies chairman of the American Association of University Women of Las Vegas and chairman of the fund-raising committee of the American Heart Association, Mrs. Gilbert paces her active husband in civic affairs.

In their few spare moments the Gilberts enjoy the good life at their ranch, Gilbert's Rincon Montoso, where there abound deer, wild turkey and mountain trout and where ace insurance salesman, Carlos Gilbert, tries his hand at milking cows.

Oh, yes, Carlos Gilbert enjoys his activities and his leisure time all made possible by selling insurance for Kansas City Life.



KANSAS CITY LIFE INSURANCE COMPANY

Broadway at Armour in the Heart of America

Continental Pyramid Club Convention Draws 400 Agents

A number of new plans and developments were introduced to the 400 agents who recently attended the 3-day Continental Assurance convention for qualifiers of the Pyramid Club, organization for leading producers, at the Drake hotel in Chicago.

Among the plans were: A new dividend schedule effective Jan. 1, 1958,

with higher dividend projections for policyholders; \$20,000—\$40,000 group writing limits; long term group disability, and 3D—deductible deferred dollars, the company's new small pension plan.

Some of the latest sales materials unveiled at the convention were: A non-cancellable A&S sales package, complete with sales track, rates and application; a mortgage franchise sales kit, and a new pocket rate card for the company's estate booster plan (a combination of ordinary life and term). Attendees were also given the latest

developments on buy and sell agreements and deferred compensation.

Opening convention speaker was Roy Tuchbreiter, chairman of Continental companies, whose remarks were followed by President Howard C. Reeder's discussion of "Progress and Prospects."

Many of the company's most outstanding agents and home office staff members were featured at the business sessions. Howard J. Rosan, New York City, offered a number of ideas for converting existing term cases to permanent insurance in his talk, "Exist-

ing Business . . . A Real Market." The new non-can sales package was introduced by Francis X. Schumacher, Sikeston, Mo., under the heading, "Quality Package . . . Quantity Profit." Profit to be gained from the small group market was discussed by Lynn Williams, Wichita, and Robert L. Blue, Miami.

A panel of three, Joseph N. Desmon, Buffalo, who acted as moderator, William T. Fleming, Pensacola, Fla., and Robert E. Richmond, Sioux Falls, S.D., demonstrated the simplicity and compactness of Continental's new small pension plan, 3D. The latest in underwriting trends and company progress in narrowing the area of rejection was the subject of a speech by Dr. Clifton L. Reeder, vice-president and medical director.

Milton N. Scholer, Rochester, Minn., told the assembled qualifiers about the role of a life department in a general lines agency in his speech, "Organizing for Effectiveness." The new mortgage franchise sales kit and the franchise market was discussed by John C. Gage, Danville, Ill. Charles C. Belber, Newark, told Pyramid Club members about the new estate booster plan with quantity discount rates and the new estate booster pocket rate card. This plan was created by his father, Philip C. Belber, also of Newark. Thursday's business sessions were wound up by Vice-president and actuary David G. Scott, who told those assembled about the new dividend schedule and the company's plans for a new family policy.

The third and last business session was opened with a three-man panel on "Salable Deferred Compensation," composed of Michael A. Wilton, New York City, Ned C. Litwak, Newark, and Walter E. Mast, Los Angeles. The business insurance market, "A Market of Growing Importance," was the subject of a speech by Clarence Boettcher, Chicago, which also included a demonstration of how to use the new tax calculator the company has now made available to its agents to figure estate and inheritance taxes. The "Latest on Buy and Sell," was the province of a talk by F. Richard Russell, Memphis, who gave particular attention to the controversial Prunier and Sanders cases. Vice-president and director of agencies Robert B. Hamor discussed "Continental Potential." Final speaker and guest speaker for the convention was William H. Gove, vice-president and sales director, E.M.C. Recordings Corp. of St. Paul, whose topic was, "I'll Swap Ya!"

Following the all-convention lunch-
(CONTINUED ON PAGE 27)

Warn Army, Air Force Men On Company Link

The army and air force have ordered several officers to stop allowing the use of their names and ranks to promote the sale of shares in Academy Life of Colorado Springs, which was organized recently to sell to servicemen.

A prospectus issued in June listed one air force officer on active duty as a director and these men as advisory board members: Maj. Gen. James E. Briggs, superintendent of the air force academy at Colorado Springs, Lieut. Gen. Stanley R. Mickelson, commander of the army anti-aircraft defense command at Colorado Springs, Col. William B. Offutt, commander of Ent air force base, Colo., and Maj. Gen. Harry P. Storke, commanding officer at Fort Carson, Colo., who will become army chief of information on Oct. 1.

Mr. AGENCY BUILDER:

UNDREAMED OF NEW POWER FOR YOU

DISCOVER

A Glorious New World of Agency Building!

It's EASY to Recruit, to Hold, and to Reward Strong Men With:

Non-Contributory
PENSION PLAN

Attractive
AGENT'S CONTRACT

Easy-to-Use
TRIANGLE TRAINING PLAN

For Career Development

Liberal
GENERAL AGENT'S CONTRACT

1 Top Commissions on 10 Leading Policy Contracts -- Vested Renewals -- Higher Life-Time Service Fees -- Non-Contributory Pension Plan!

2 Simple, Successful, VISUAL Sales Packages on ALL Leading Policy Contracts -- for Easier, Faster Selling!

3 Practical Easy-to-Use Training Packages geared for Fast, Early Production and Sound, Continuous Career Development!

GENERAL INSURANCE MEN and BROKERS

NEW AGENTS with CAREER AMBITIONS

STRONG PERSONAL PRODUCERS

EVERYONE HAPPY EVERYONE MAKING MONEY

PLUS FOR YOU

AGENCY BUILDING OPPORTUNITIES IN:

Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, D. C., and West Virginia.

YOUR AGENCY

YOUR FUTURE FORTUNE

Liberal Agency Overwriting and Expense Allowance for a Dynamic Agency Building Program

Write Today

The COLUMBUS MUTUAL Life Insurance Company

Frederick E. Jones, President
Fred C. Adams, Supt. of Agents

Columbus 16, Ohio

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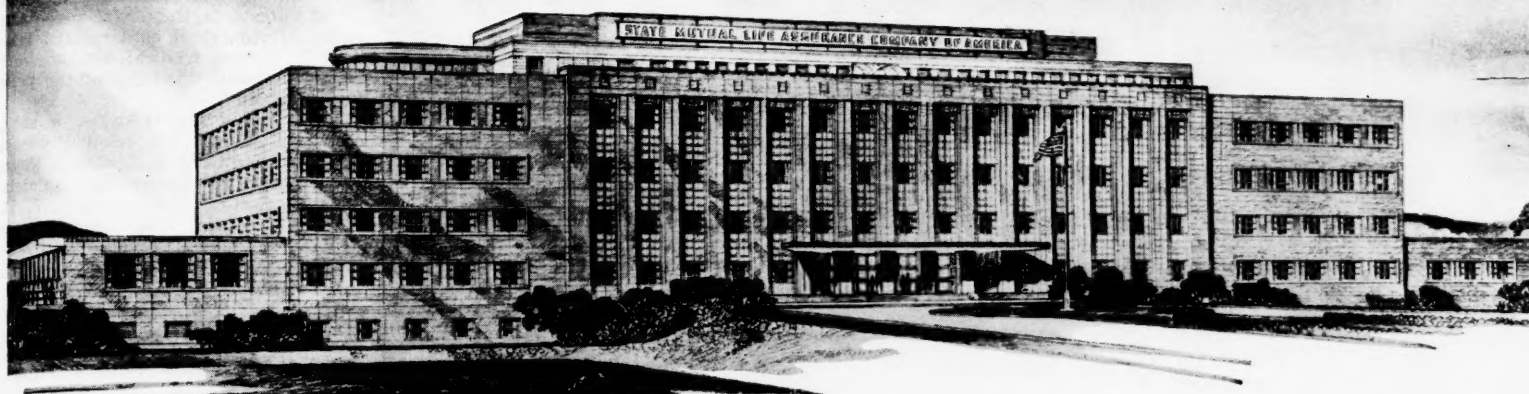
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Oct. 1.

STATE MUTUAL LIFE ASSURANCE COMPANY OF AMERICA



A NEW NAME A NEW HOME

for America's fifth oldest Life Insurance Company

On September 15th, State Mutual Life Assurance Company of Worcester, Massachusetts became STATE MUTUAL LIFE ASSURANCE COMPANY OF AMERICA. The replacing "of Worcester" with "of America" was a name change designed to let the original 1844 name catch up with the Company's extensive growth throughout the entire United States.

State Mutual is truly nationwide. It maintains 92 field offices in 62 cities from coast to coast, and is licensed to write ordinary, non-cancer sickness and accident and group coverage in all 48 States and D. C.

To us the change in name is a most impor-

tant one, keeping the old which we so greatly esteem and adding a new concept symbolic of nationwide stature.

Further evidence of State Mutual's forward pace is its new Home Office in Worcester planned for occupancy in the early fall of this year. In designing and equipping this new building, every effort was made to provide the most modern and efficient workshop to serve a constantly growing number of policyholders. The new State Mutual building will be headquarters for a highly trained and progressive team, now — more than ever — ready to serve *your* needs, the needs of *your* clients and of *our* industry.

STATE MUTUAL LIFE
ASSURANCE COMPANY OF AMERICA
Home Office: Worcester, Massachusetts

Provident L.&A. Holds 4-Day Meet For Record Crowd Of 250 Leaders

Provident Life & Accident held a 4-day convention for a record attendance of 250 life producers, home office members and wives at Broadmoor hotel in Colorado Springs.

The convention opened with a banquet at which Sam E. Miles, vice-president and secretary presided. Following a welcome by President R. L. Maclellan, Mr. Miles introduced mem-

bers of Maclellan Circle and awarded cash bonuses totaling \$30,600 to circle members. Membership denotes highest recognition to producers leading in volume, average policy and persistency.

Members of the 1957 Maclellan Circle are Jesse C. Anderson, Earl Arthurs, George E. Awde, Leland Blackwood, J. W. Brakebill, F. C. Bowman, Hugh B. Bright, Irby Bright, Warren E. Brougher, R. C. Burleigh, W. L. Cartwright, E. Dudley Colhoun, John W. Cook, J. O. Cotnoir, Sumner D. Crabtree, W. M. Crawford, Roland O.

Darnell, Russell D. Davis, E. Floyd DuPree, C. L. Durand, Ralph E. Flora, T. F. Foley, J. W. Foster, J. P. Hanks Jr., K. H. Hardin, R. M. Hirsch Jr., R. M. Hirsch Sr., B. A. Holder, H. Grice Hunt, J. C. Johnson, Gurney M. Kissinger, W. G. Leitch, E. C. Ligon, John P. Linfante, John J. McCarthy, C. W. McNeill, A. A. Mahan, E. O. Martin, George D. Morrison, E. H. Mueller, Harold S. Norman, W. G. Perkins, A. D. Spencer, W. E. Stanley, D. S. Stark, Leo A. Steffen, T. A. Stevens, Roland F. Tellkamp, J. C. Tschudi, Kerns W. Vaughan.

W. E. Stanley, general agent in Greensboro and a leading life producer, was introduced as the president of Leaders club for the new year. Harold S. Norman, general agent in Detroit and leader in persistency, was named vice-president, and E. O. Martin, manager of the home office life agency and a million dollar producer, was named secretary-treasurer.

Provident's new family plan was introduced at the opening business session by W. W. Voigt, life department vice-president. The new plan features life insurance for the entire family through one application, one premium and one policy.

The meeting also included talks by W. E. Jones, agency vice-president; Henry Unruh, chief actuary; Dr. William R. Bishop, medical director, and G. N. Dickinson, manager of the pension division.

Those delivering talks at a sales clinic on "Ideas That Sell Business for Me" were John P. Linfante, Newark; Crawford Williams, Raleigh; Frank Bowman, Chattanooga; W. D. Stegner, Madison, Wis.; Leo A. Steffen, Dubuque; E. H. Mueller, Milwaukee; Roland O. Darnell, Jackson, Miss., and Mr. Stanley.

Hold Employe Contest To Find Trademark For Bankers National Life

Bankers National Life is conducting a "design-a-symbol" contest among all field representatives, home office employees and their families from Sept. 16 to Oct. 31.

Everyone connected with Bankers National has been invited to submit sketches of a symbol or trademark that reflects the personality and characteristics of the company. The winning entry may be chosen as the company's official symbol.

Entries will be judged on creativeness, originality and suitability. Artistic ability or technique will have no bearing on the final decision.

All entries will become the exclusive property of the company and will be judged by a committee of four board members. First prize will be a \$200 U. S. savings bond. Second prize will be a \$100 savings bond, and eight additional \$25 bonds will be awarded to the next best entries.

Fidelity Mutual Holds Seminar For New Agents

Fidelity Mutual held a week-long home office seminar for new men. Invitations, sent to 18 men from 15 general agencies, were on the basis of length of service, amount of business produced and production trend. They were also subject to the recommendation and sponsorship of the general agent.

Purpose of the seminar is to give the men a broad concept of the career agent, an opportunity to meet officers and home office personnel, learn how the various departments operate and how these operations relate to sales work.

Houston CLU Chapter To Hear Holgar Johnson, Present Keys

Houston chapter of CLU will hear Holgar J. Johnson, president of Institute of Life Insurance, who will speak on "Is There An Answer to Inflation?" at a meeting at the Houston club, Sept. 24. A banquet will be held and CLU diplomas will be presented. Those receiving CLU keys will be Melvin G. Campbell Jr., Connecticut Mutual Life; Chris N. Coridas, Commercial & Industrial Life; J. Edward Smith, Prudential, and Jesse H. Thames, Great Southern Life.



Simplified Acceptance for your smaller pension or profit-sharing cases

Now you can cut down the time-consuming detail in handling pension and profit-sharing cases. You can offer these plans with 25 to 100 lives on a non-rejection or guaranteed issue basis. No medical examinations are required of individual applicants who are 65 or under and regularly on the job. This also means that policy or pension increases that automatically follow salary increases or enlarged participation will not call for applications or examinations.

Connecticut Mutual's broad range of income settlement agreements are available for these

cases. Connecticut Mutual's low rates and high dividends produce one of the lowest net costs in the industry. Limits go up to \$25,000 for each individual, depending on the size of the case.

Our General Agents offer skilled personal sales help if you want it, action-getting sales material and tailor-made proposals, as well as technical assistance from our home office Pension department. Next time you have a pension case, that cannot be placed with your own company, be sure to check CM. (Simplified Acceptance not available in Texas.)



The Connecticut Mutual
LIFE INSURANCE COMPANY · HARTFORD

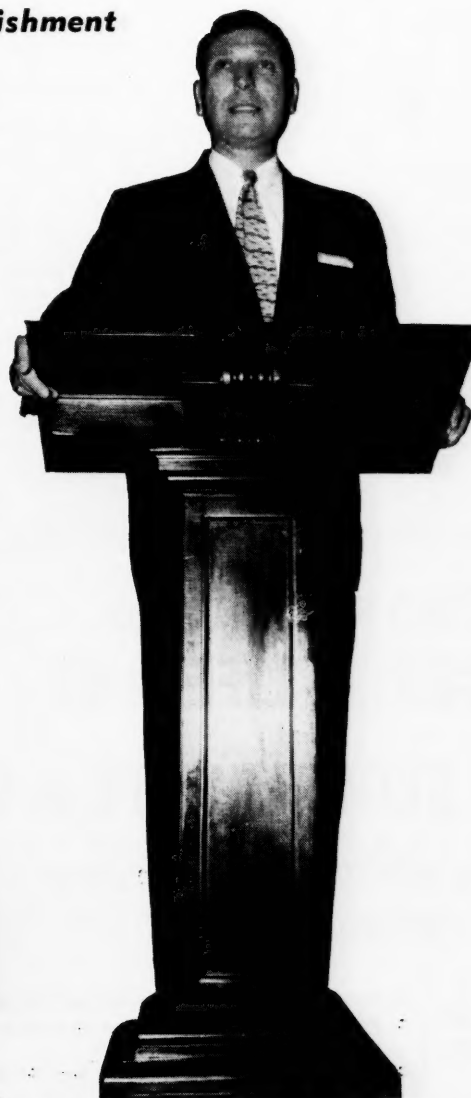
He speaks with the authority of accomplishment

"A man's success is not a gift. It's the product of his own hard work, ingenuity and perseverance. And I know of no business which offers as many opportunities to exploit these qualities as the life insurance business."

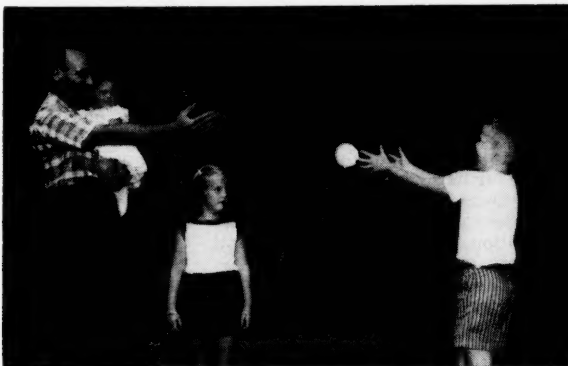
The truth of this statement is revealed in the accomplishment of the man who made it — Lester A. Rosen, CLU, nationally recognized life insurance spokesman and million dollar producer for The Union Central.

Graduated from Wharton School of Finance and Commerce in 1933; distinguished himself immediately by completing the entire series of Chartered Life Underwriter examinations within a few days; sold more than a million dollars of life insurance during his first full year with The Union Central, and two years later, at age 24, became the youngest man to qualify for life membership in the industry's celebrated Million Dollar Round Table; has maintained this enviable sales record up to the present time, earning practically every honor and recognition his Company and profession can confer.

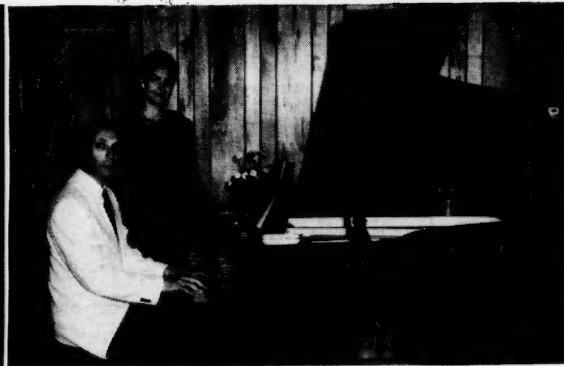
Lester Rosen's remarkable career may well be a model to men of ambition in any field — and certainly in the life insurance field where a man can go as far as his ambition will take him.



As an Army major during World War II, Lester Rosen was stationed near Memphis, Tennessee. Attracted to scenes like the one above, he transferred to Union Central's Memphis Agency after the war and quickly repeated the phenomenal success he had achieved in New York City. Today, Lester and his wife are right at home in their adopted city, and extremely active in both civic and religious affairs.



All work and no play isn't the rule of the Rosen household. Even a busy man can find time to be a family man. Here, Lester attempts to keep pace with son Jeff and daughters Pat and Leslie.



An evening concert for Pat Rosen is usually as near as the living room when her husband sits down at the piano and proves that his accomplishments are as varied as his many interests.

THE UNION CENTRAL LIFE INSURANCE COMPANY • CINCINNATI
Security for the American Family since 1867

Connecticut General Distributes Attractive Brochure At Dedication Of New Home

Connecticut General Life has published a booklet entitled "Building for Tomorrow" in conjunction with the recent dedication of its futuristic new home office building at Bloomfield, Conn., near Hartford. The attractive brochure contains a photo display, mostly in color, showing the building's modern elegance in design. The text of the booklet written by President Frazar B. Wilde follows.

Ten years ago our business projections established 1957 as the time new quarters must be ready for Connecticut General. Three years ago the first construction crew moved on to our suburban site. Today we are dedicating our new office to the people it serves: Our policyholders, our employees, home office and field, our stockholders, and the wide segment of American society affected by our work.

This is a building that we believe

may exert an influence on the offices of the future, perhaps even on the city of the future. It is intended to foster efficient operation and to lend dignity to the people who work in it.

Last winter, when the American Institute of Architects was preparing to observe its centennial, it chose "10 buildings in America's future" to climax its exhibit at the National Gallery. This building was chosen as one of the 10.

When we occupied the new home office at the end of April, construction work was still going on around us. Not until now has the building been finished—or as nearly finished as a building designed to respond flexibly to the needs of a growing business is ever likely to be.

The business of Connecticut General Life Insurance Co. is to provide personal insurance protection through the pooling of resources against the risks of death, disability and dependent old

age. In carrying on this business we provide measures of security for several millions of people in all parts of the country. Through our investment activities we channel personal savings into productive work. A nationwide organization, through the sale of insurance and through analytical processes, serves our clients by helping them to attain in the most effective way their individual, family and business objectives. Another nationwide team directs the investment of one and three-quarters billions of assets. These are the essentials of our business.

To house this business properly for now and for the future was the problem of our building team. As the owner, Connecticut General brought to the team its 92 years of business experience, the statistical aptitude that is essential in insurance, the background of wide investment in real estate and mortgages, and the knowledge of the duties, traits and desires of its personnel.

As the architect, Skidmore, Owings & Merrill brought outstanding creative competence, knowledge of modern materials, skill in site planning, a record of success in achieving economy and low maintenance, and engineering proficiency.

As the general contractor, Turner Construction Co. brought extraordinary experience in the erection of large office buildings, a working background in modern techniques and materials, an unlimited resourcefulness and imagination, and an ability to get things done.

To this team were added many talents and skills. Knoll Associates served as consultant on interiors and in the painstaking development of functional layout combined with attractiveness of working environment. Dr. Walter C. Voss, emeritus professor of building construction at Massachusetts Institute of Technology, participated as a company advisor—especially in evaluating materials—in every stage of the project. Col. William Chapin evolved the system of roads. The team worked with the over-riding rule that the building must be the most efficient for our business that modern engineering and materials could make it. The unit of the result, the coordinated design of site and building, interior and exterior, reflects the skill and taste of its creators.

The Fundamentals—When we started, we projected our needs as best we could into the future, and we agreed on some fundamental principles.

The first fundamental was the prospect of further automation. Some of us had been hired in a day when a "fine flowing script" was an essential qualification, and pen and inkstand were the tools of our work. The changes over the years have been at a steadily quickening rate. The building must be ready to accommodate the further mechanization of office process. This, so far as we know, is the first building to make the fullest possible preparation for modern office technology.

The second was the need for flexibility. The company departments grow at different rates. Some remain almost constant for a decade; others may need substantial additions to staff because of a single transaction.

The third was low maintenance. Where reasonable initial investment in materials could cut down the yearly costs of cleaning, painting, repair and replacement, we would make the in-

(CONTINUED ON PAGE 26)

Open Conn. General New Home Office At 4-Day Observance

Connecticut General has dedicated its new home office, located on a 300-acre tract in Bloomfield, Conn., five miles from downtown Hartford.

Gov. Ribicoff of Connecticut and Gabriel Hauge, special assistant to President Eisenhower, spoke at the dedication ceremonies, held on the third day of a 4-day program marking the opening of the building. Luncheon was served to 5,000 visitors and tours were conducted. American Institute of Architects has called the home office one of the "10 buildings in America's future."

A symposium on "The New Highways: Challenge to the Metropolitan Region" highlighted the 4-day observance. It was attended by 500 civic leaders, planning consultants and government officials concerned with the problem of urban and highway development. Five panels took up major problems resulting from the impact of the federal highway program on metropolitan areas. Fifty-six guests participated in the panels, held in the auditorium of the new building.

President Frazar B. Wilde keynoted the symposium at a dinner at Statler hotel in Hartford the first evening. No domestic problem has become more challenging than the task of improving the efficiency of business, trade and commerce and improving the living conditions in those complex metropolitan regions, he said.

Mr. Wilde introduced Bertram D. Tallamy, federal highway administrator, and Albert M. Cole, administrator of housing and home finance agency, who expressed the objectives of their particular government functions and suggested ways to promote coordination of their activities.

Victor Gruen, architect and municipal planner, said at dinner the second night that a new planning philosophy of boldness and clarity must be developed. John E. Burchard, dean of the school of humanities and social studies at Massachusetts Institute of Technology, also spoke. Both were introduced by Wilbur E. Jones, chairman of Florida state roads department.

Summation of points covered by the panels was made by Lewis Mumford, lecturer and author of books on the growth and culture of American cities.

Ex-Auditor of Wis. Fraternal Admits Embezzling \$42,975

Howard J. Drajek, supreme auditor of Equitable Reserve Assn. of Neenah, Wis., from 1954 until the recent disclosure of shortages in his account, pleaded guilty last week in municipal court at Oshkosh to a charge of embezzling \$42,975 from the fraternal. Judge Luchsinger set sentence for Sept. 24. Originally Mr. Drajek had been charged with embezzling \$25,000, but the figure was revised last week to \$42,975. Officials of the fraternal association said the figure was still not final.

Mr. Drajek's attorney said that the defendant has made restitution which is "very close" to the amount taken. Drajek's home, valued at \$23,000, has been turned over to Equitable Reserve Assn., along with \$8,000 in rugs, \$6,500 in securities and his \$6,246 interest in fraternal's retirement fund. The attorney, Gaylord C. Loehning, said that \$1,500 is being turned back to Drajek's wife and two children, "so the family will not become a public charge." Attorney Loehning said that Drajek spent the money on his family "to acquire better things."

Two Great New Sales Building Plans

CROWN LIFE'S SECURITY LIFE at 65 and 20 PAY SECURITY LIFE at 65 featuring "automagic" built in options with proven sales appeal

- Choice of options at 65
1. All cash at 65 of \$831.00 per \$1,000
 2. Paid-up Life Insurance plus a cash payment of \$96.00 per \$1,000
 3. Life-time annuity of \$5.00 per \$1,000

Sold both in participating and non-participating plans. Dividends on profit plans are paid annually or can accumulate at 3½% (present rate).

COMPARE THESE OUTSTANDING ANNUAL RATES EVEN WITH "ORDINARY" PLANS

Annual Deposit per \$1,000 (Minimum \$7,500)

SECURITY LIFE TO 65

Age	20	25	30	35	40	45	50	55
Par	17.14	19.77	23.35	28.42	35.80	46.98	65.25	100.18
N.P.	14.42	16.92	20.33	25.16	32.19	42.84	60.24	93.50

(issued age 0 to 55)

20 PAY SECURITY LIFE

Age	20	25	30	35	40	45
Par	27.39	30.05	33.17	36.94	41.52	46.98
N.P.	24.18	26.71	29.69	33.28	37.64	42.84

(issued age 0 to 45)

WRITE,
RIGHT
NOW...

When it's new in town—
It comes from Crown

BROKERAGE DEVELOPMENT DEPARTMENT
THE CROWN LIFE INSURANCE CO.,
120 Bloor Street East, Toronto, Canada.

Please send me the details and Sales plan for the Security Life

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ALFRED PELZMANN

Mr. Chas. E. Becker, President
The Franklin Life Insurance Company
Springfield, Illinois

Dear Mr. Becker:

A little over a year ago I first heard the great Franklin Story—a story so typical, it seems to me, of the greatness of America. I want to tell you how I feel about being with the Franklin.

Born and educated in Vienna, Austria, I had a very fine business—a dental laboratory. Although successful, I felt that in America I could be more successful. I had been used to success all my life. In Vienna I was the Ice Soccer and Skiing Champion of my Athletic Club and for a considerable period held the title of Middleweight Wrestling Champion of Austria.

In 1939 I came to this country and again quickly developed a prosperous dental laboratory. Nevertheless, I felt frustrated at the limitations imposed upon me in my field. I thank God for this land where it is possible to change from one profession to another. I searched for something that would serve society and at the same time do well for myself and my family but I never expected to find a company so wonderful and helpful to a new man who knew nothing about life insurance selling.

I've had such wonderful help from you people at the Home Office, my General Agent, and Regional Manager that I was able to qualify for the Sixty Club and by now have completed my qualifications for the Key Club. At the rate I am going I will sell over a million this first full year and my commissions should aggregate around \$30,000. While I am continuing my study of this business, I realize that there is so much I don't know. Nevertheless, the Franklin Specials that I do know so well seem to make it awfully easy to make a lot of money. But the greatest thing of all is that there just doesn't seem to be any limit to my opportunity. Again I say thank God for this land—and the great Franklin Life.

Sincerely yours,
Alfred Pelzmann

An agent cannot long travel at a faster gait than the company he represents!



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans

Over Two Billion Six Hundred Million Dollars of Insurance in Force

Sales Ideas That Work

Life Insurance Must Return To Fundamentals To Serve The Majority Of The Public: Coyle

The basic purpose of life insurance is replacement of the breadwinner's income to his family if he dies prematurely and replacement of his income to himself if he lives too long, according to Michael P. Coyle, Phoenix Mutual, New York, who addressed the annual meeting of Million Dollar Round Table at White Sulphur Springs, W. Va. It is time to return to the fundamentals, he said, because all the specialized knowledge developed by education, advanced techniques and ideas will interest only a small percentage of the population. By ignoring the majority of the people, the life insurance business is inviting the government and employers with fringe

benefits to invade its market. An abridged version of Mr. Coyle's talk follows.

By MICHAEL P. COYLE

Life insurance is pretty much like religion. Everybody loves it, they just don't want to pay for it! So I think, perhaps, it is high time that we in the insurance business got back to fundamentals. In this competitive race of ours, the attempt to out-plan one another, out-term one another, out-gimmick one another and out-group one another completely ignores the fact that a man might live. As a matter of fact, the odds are two to one that he will live to 65. This is something that

should make us stop, look, and listen, else this volume-happy age will give birth to a new quiz-craze called not "Who's Got the Ding-Dong," but "Who's Got the Cash Value".

No colorful master of ceremonies need apply for this program, they will not be looking for a personality boy, but a whipping boy, and we may be it.

Education, better advanced underwriting techniques, the selling of ideas rather than policies have carried us somewhat afield from the fundamental concept of life insurance. Primarily, it is bought to replace the man's income to his family, should he die prematurely, and secondly, to replace his own income to himself should he live too long.

All this specialized knowledge is only of interest to perhaps 1% of our population. After all only 18,000 people in the U.S. last year reported incomes of

\$100,000 or more. By abandoning the other 99% we are inviting the federal government under social security and the employer under fringe benefits to invade our market. Instead of selling thrift to the many we're selling propositions to the few.

Let's take another page out of the Wall street book. When the public got badly burned back in 1929 they stayed away from the stockbroker for nearly 25 years. In many cases instead of having bought 10, 20 or 100 shares of good sound stock, they were loaded down with a bunch of junk on 10% margin. I see some practices on the current scene today in the life insurance business that are reminiscent of that wild era. The brokers made a lot of commissions and the public had nothing to show for their spree. In getting back to fundamentals we'll make doubly sure this doesn't happen in our business.

For the top-rung A&S producer who needs a higher ladder

- A large number of producers have already proved that an ambitious man with ability can use Provident A & S facilities to build a highly profitable agency.
- Your investigation will show that Provident has the widest line of individual A & S coverages in one company anywhere, and an agency contract second to none.
- We have some territories open with great possibilities.

Write in confidence to

JAMES W. SEDGWICK, Agency Manager

Accident Department



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

CHATTANOOGA

1887 — 70th Year — 1957

From the personal selling point of view I should like to describe some of my own experiences in dealing with three classes of people.

First-off, the young college graduate, an engineer perhaps, who goes into the industrial world, secondly a young interne or resident in medicine and lastly, a man who is now perhaps 40 years of age who owns a small business or a part of some firm.

My approach to the young man is always on the basis of a retirement income policy. He usually has a \$10,000 government policy, is not overly concerned about leaving somebody very rich if he falls out of his Jaguar. However, by and large he is interested in saving and investing money. We have a cut and dried salestalk wherein he has to say yes 41 times so it makes it very difficult for him to say no at the close. We dramatize what this policy will do for him if he dies prematurely, if he becomes disabled, if he lives and most importantly what happens if he cannot afford to continue. I usually demonstrate the cash and dividend accumulations in the 10th year and compare it with the amount of money paid or invested, making him realize that he has had a very fine savings account with the insurance and disability benefits practically thrown in for free. He doesn't mind getting the insurance benefits for nothing, as a matter of fact he begins to like this stuff for the first time in his life.

I'd like to have a \$10 bill right now for every young man in Bergen county, where I come from, who bought a house in recent years because he was able to borrow enough money on the retirement income insurance I first sold him out of college when he was free and 21. This fellow has a very real respect for life insurance from a savings point of view.

Next, the young interne in medicine. Our approach here is a 3-minute sales talk that highlights the fact that he certainly has no investment problems—he doesn't have any money, but we do know that some day he's going to be a substantial buyer of insurance and annuities. He is usually quick to agree.

We point out that there is approximately (CONTINUED ON PAGE 28)

Sloane Proposes Escalator Clause In Social Security; Congressman Backs It

NEW YORK—Addition of an escalator provision to social security so as to prevent benefit increases from continuing to be a political football has been proposed by Harold N. Sloane, general agent of Continental Assurance at New York, in a letter to Rep. Edwin B. Dooley of the Westchester county district where Mr. Sloane lives.



Harold N. Sloane

Mr. Dooley in his answer called it "about the most sensible suggestion I have heard" and said he would discuss it with his colleagues at Washington.

Here is what Mr. Sloane wrote Rep. Dooley:

"As a taxpayer and also as a member of the insurance fraternity, we have been worried about the trend of social security. We agree that it is a very fine thing but it is getting to a point where it is becoming a political football. Whatever party is in power will in the future increase social security, in order to obtain votes. This might be a blunt statement, but I am being very practical. I think a person of your caliber could do something to stop this snowballing process.

"As a constructive suggestion, I present my ideas for putting social security on a sound footing.

"1. Instead of just having IOUs for the money that comes in, social security deductions should be earmarked for roads, schools, slum clearances, etc. It is not necessary for me to go into the ramifications of the benefits that would accrue from this. I'm sure you have all the answers.

"2. Instead of having a continuous increase in social security benefits, I would like to suggest that we tie down the present benefits to the cost of living index. This will simplify everything. If the cost of living goes up, automatically the social security benefits go up, or vice versa. If these social security benefits are going to continuously go up, our country is going to have a terrible problem of collecting money twice from our taxpayers to pay the huge amount of social security benefits.

"May I offer one other suggestion

and that is that the name social security benefits be changed to minimal security. This is what social security was supposed to have accomplished. We should be American enough to increase the minimum amount through our own resources. We are not a socialistic country but a capitalistic country and if this trend keeps up, our country will be in a bad shape.

"May I thank you very much for

the time you took in reading my letter and if there is anything further that I can discuss with you on this, I shall be happy to do so. If you want to see me in Washington, at my expense, I shall also be happy to see you.

"Since I live in Harrison, N. Y., when you are back home, I would consider it a pleasure to speak to you in person."

Said Rep. Dooley in his reply:

"Thank you for your letter concerning social security.

"There is a great deal of merit in

what you say about the necessity of limiting social security in a manner in keeping with the cost of living index. This is about the most sensible suggestion I have heard and I will discuss it with my colleagues down here.

Another suggestion about social security benefits being changed to "minimal security" benefits is also attractive, and worth going into.

"I do hope to have the pleasure of meeting you some time in Westchester when we can discuss these matters at length."

Now, for your clients...



MONY's Family Policy with Discounts on Larger Amounts!

Now, MONY brings something new to the popular Family Policy. Sold in units of \$5,000 face amount on Dad's life, the rate goes down \$3.75 per unit when Dad's coverage is \$10,000 or more. MONY's Family Policy is available in face amounts of \$5,000, \$7,500, \$10,000, \$12,500, and \$15,000. Now you can offer your clients the convenience and economy of one

policy for individual members of the family, *plus* the MONY DISCOUNT... *plus* "MONY-MATIC," the convenient new monthly payment plan available through most banks! For further information about this new policy, send for free booklet, "A Happier Family Picture."

Mail this coupon today!

Mutual Of New York, Dept. TR-97
Broadway at 55th St., New York 19, N. Y.

I would like a copy of your free booklet, "A Happier Family Picture," describing MONY's new Family Policy.

Name _____
Address _____
City _____ Zone _____
State _____

Sorry, not yet available in Massachusetts.

LIFE-A. & S. MANAGEMENT TRAINING \$6500 — \$10,000

A number of high caliber companies (Life-A. & S.) are currently in the market for men with the necessary background and qualifications for their management training programs. For men with qualifications in line with company requirements, salaries and positions are very attractive. Upon completion of administrative programs men are assigned Branch or Home Office managerial positions. Specifications: age range 25-35, college background and meaningful foundation in Life and/or A. S. production or administrative functions. Willingness to consider relocation mandatory.

CONFIDENTIAL HANDLING ALL INQUIRIES. EMPLOYERS PAY SERVICE FEE AND MOVING EXPENSES.

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INSURANCE PERSONNEL EXCLUSIVELY
330 S. Wells Chicago 6, Ill.
Harrison 7-9040



WEATHER STAR SIGNALS ON TOP OF OUR HOME OFFICE
Green.....Fair
Orange.....Cloudy
Orange flashing...Rain
White flashing...Snow

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The Mutual Life Insurance Company Of New York, New York, N. Y.
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, AND GROUP INSURANCE
MONY TODAY MEANS MONEY TOMORROW!



every month

Continental talks to
the men who read

TIME

Now Group Pensions that small corporation owners can pay for from tax savings

Now paid-up hospital, surgical and medical expense insurance to protect retired employees for life

Now Continental presents a Pension Plan that lets small business owners offer their people the same benefits given employees of giant companies.

Now... in combination with our complete range of Group Insurance coverage, Continental Assurance offers a plan to cover medical bills of employees to meet medical bills when such insurance is most needed, and most difficult to get.

Cost to most companies is less than that of a \$10 per month pension plan for retired employees.

You will want to find out more about this new example of progress in group protection. Write today for our free booklet, Single Premium Paid-Up Hospital, Surgical, Medical Insurance for Retired Employees.

CONTINENTAL ASSURANCE COMPANY
215 South Michigan Avenue
Chicago 4, Illinois
See A Continental Representative

A couple of months ago, Continental Assurance began an advertising program in *Time* Magazine.

This program is made up of a series of straightforward ads like the ones shown here. Each of these will contain a short message of importance to businessmen... telling them of the

new efforts Continental is making in the field of Life Insurance.

Already we have enjoyed a gratifying reaction from our advertisements on *Quantity Discount* and *Small Group Plans*. The subjects and policies we will treat in future months will be of equal timeliness.

* * *

Watch for these messages in *Time*. This program will create new prospects... and broaden opportunities in ordinary and group insurance fields.

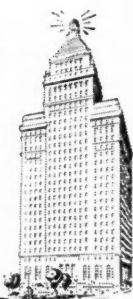
CONTINENTAL ASSURANCE COMPANY



Eastern Department
76 William Street
New York 5, N. Y.

Mid-America Department
310 S. Michigan Avenue
Chicago 4, Illinois

Pacific Coast Department
215 W. 7th Street
Los Angeles 14, California



It's Official Now: State Mutual Life 'Of America'; Name Reflects Expansion



Honorary Chairman Chandler Bullock of State Mutual Life, who was recently honored by the board of directors following his 85th birthday, is shown here with President H. Ladd Plumley. Mr. Bullock joined State Mutual in 1897 and still goes to his office each day. So far as the company has been able to determine, he is junior only to Frederick H. Eckert, honorary chairman of Metropolitan Life, in active life insurance leadership. Mr. Bullock was president of State Mutual from 1927 to 1942.

WORCESTER, MASS.—State Mutual Life, fourth oldest and 24th largest United States life company, this week became "State Mutual Life Assurance Co. of America," in fulfillment of a decision made by the board of directors last April.

"What we have done," President H. Ladd Plumley told a press conference the other day, "is to make our name fit our national operations and, in a sense, catch up with our growth. On top of the reputation we have earned for financial soundness and unbroken stewardship to our more than half a million policyholders, we now operate under a name that reflects the size and scope of the company."

division of State Mutual in 1945 and became president in 1951, said that the decision to change "of Worcester" to "of America" came after exhaustive surveying and study.

"We are proud and enthusiastic," he said, "about the national aspect of our name. We have been in Worcester for over a century and are proud of that city as a place in which to live and work."

The change of corporate name for State Mutual brought a major task of headache size to the company. Although only changing "Worcester" to "America," the new name on every policy form had to be reprinted and submitted individually to the insurance commissioners of each state and the District of Columbia for approval, since after Sept. 16 the old company was legally "dead."

Internally the name change brought an analysis and revision of more than 900 different forms, policies, jackets and envelopes, riders, labels, all the way down to business cards—a task that would shake the most energetic executive in his swivel chair. It was a task that had been anticipated and carefully planned by State Mutual. One great benefit was that countless odd type faces on the revised matter, as well as different paper size and stock, were standardized, a goal the company had been working toward for several years.

Concurrent with its change of name, State Mutual is preparing to move its 1,000 employees into its multi-million dollar new home office building, in a 31-acre park-like setting two miles from downtown Worcester, where the company has been located since 1844.

Mr. Plumley, who joined the group

Are You a
"Free Lancer"
?

... one of those versatile, rugged individualists who is frankly in this business for the money?

Then we want YOU
... and, when you learn about our astonishing new "4-Star Contract"...

You'll want US!
Write (strictly confidential) to
Evans M. Jacobson, Supt. of Agents

Mutual Savings Life

Opportunities in
Arkansas, Indiana,
Iowa, Kentucky,
Mississippi,
Missouri, Ohio.

Mutual Savings Life
St. Louis 12, Mo.

POLICIES

Pan-Am To Enter Individual A&S Field On Oct. 1

Pan-American Life will enter the individual A&S field on Oct. 1.

The company held 2½-day regional conferences in New Orleans, Houston, Dallas, Memphis, Cincinnati and Jacksonville to acquaint field people with policy forms, underwriting, sales techniques, advertising and administration of the new program. The conferences also launched the policyholder service campaign for October and November.

J. Y. Ruddock, senior vice-president, said the decision to enter the A&S field was reached after long study showed that protection to policyholders must include disability and medical expense along with protection for death and retirement.

Pan-American will offer total disability policies which are non-cancelable to age 65. Benefits will be available up to \$500 monthly for men and \$300 monthly for women, ranging from one to 10 years for sickness and lifetime in event of total disability as result of accident. Waiver of premium is included, and accidental death benefit is optional. An accident only policy for loss of time, accidental death and dismemberment is also offered.

A hospital and surgical expense policy guaranteed renewable to age 65 will include miscellaneous hospital expense and maternity. The coverage may be obtained with or without deductible amounts of \$25 or \$50.

A hospital, surgical and major medical expense policy will have \$50 or \$100 deductible for hospital and surgical care. Expenses exceeding specific coverages and non-hospital and non-surgical expenses are reimbursed on a 75% coinsurance basis. The plan combines first dollar and catastrophic expense coverages.

The program will be administered the same as life insurance, including premium notice business and pre-authorized check plans. Development has been under the direction of Paul Light, superintendent of agencies. Underwriting and claims will be supervised by Robert E. Demmons, formerly with Continental Casualty.

Teachers Offers Group Total Disability Plan

Teachers Insurance & Annuity has introduced a group total disability plan which offers monthly waiver of premium benefits for the Teachers and College Retirement Equities Fund retirement annuity premiums paid under the institutional retirement plan and a cash monthly income benefit.

The waiver benefit cannot exceed \$250 a month. It is credited as monthly premiums on the individual's annuities, divided between TIAA and CREF if he participates in CREF, in the same proportion as that used when disability began. It assures his continued participation in TIAA and CREF.

The monthly income benefit may be half salary, a smaller amount or a flat benefit set by the college. Benefits will be reduced by the amount of income from social security and workmen's compensation. The monthly payments, including social security and workmen's compensation, may not exceed 50% of the employee's salary.

This new plan and its companion major medical plan were made possible through a \$5 million Ford foundation appropriation to provide contingency reserves to cover developmental expenses.

U. S. Life Offers High Cash Value Policy For Split-Dollar Cases

United States Life has introduced a new high cash value policy featuring low net cost, seven settlement options and numerous combinations with level or decreasing term riders. It is offered on a participating or a non-participating basis.

Named the cash value accelerator,

the plan is designed for business and professional prospects. Starting with a high cash value, the total cash available accelerates each year on a guaranteed basis. Combinations of as many as three term riders may be attached to the permanent contract to increase the amount of protection while keeping net cost low enough to meet the insurance budget of small and large corporations in split-dollar situations. Standard provisions for waiver of pre-

(CONTINUED ON PAGE 27)

How Pacific Mutual does more for Agency Managers...

with production-stimulating

"BIG TREE"

Clubs and Recognitions for Agents



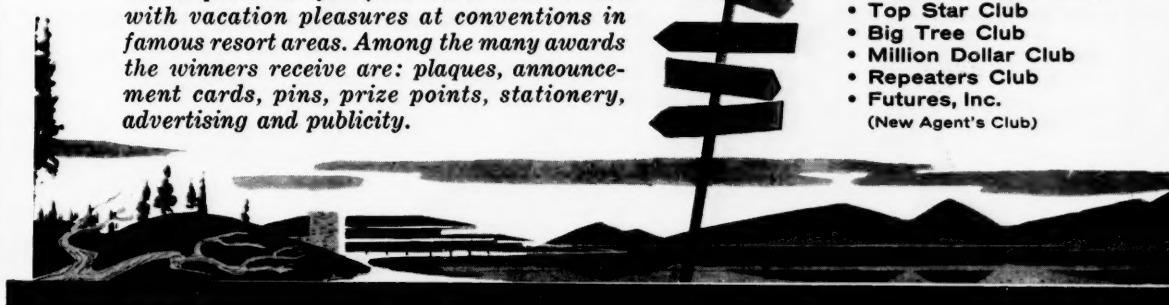
Extra production effort pays off!

With Pacific Mutual, production recognitions are important. Qualifiers combine business with vacation pleasures at conventions in famous resort areas. Among the many awards the winners receive are: plaques, announcement cards, pins, prize points, stationery, advertising and publicity.

Pacific Mutual's well-rounded Production Club Program:

- Diamond Circle Club
- Top Star Club
- Big Tree Club
- Million Dollar Club
- Repeaters Club
- Futures, Inc.

(New Agent's Club)



...a Company that looks to the future!



Pacific Mutual
Life Insurance Company

HOME OFFICE: LOS ANGELES, CALIFORNIA

FIELD CHANGES

Travelers

William W. Townsend has been appointed district group supervisor in charge of group operations at Portland, Me. He was appointed assistant district group supervisor of Travelers at Richmond in 1948 and was transferred to Reading, Pa., in the same capacity in 1953.

Bankers Life Of Iowa

Orville R. Miller and David K. Barton have been appointed group representatives for Bankers Life of Iowa at Indianapolis and Pittsburgh, respectively. Prior to his new appointment, Mr. Miller was group representative at Des Moines. He has also served in the home office group underwriting department.

Pilot Life

E. H. Gilson has been appointed general agent of a new agency at Rouge, La. He has been assistant general agent at Shreveport since joining

Pilot Life in 1956. He previously was with Jefferson Standard for nine years.

James E. McGuire has been appointed assistant general agent at Shreveport. He formerly was general agent of Southwestern Life.

Guardian Life

George H. Paldi has been appointed agency director of Guardian Life and will be responsible



G. H. Paldi

for the supervision and development of agencies in the mountain and Pacific states. He entered life insurance with Guardian at San Francisco in 1947 and was brokerage manager there from 1951 until appointment in 1956 as assistant field director for the Pacific coast division. He is past president of San Francisco Assn. of Life Underwriters. Mr. Paldi succeeds Gordon F. Cantelon, in charge of Pacific coast operations since 1954, who will join Great-West Life.

Washington National

Washington National has appointed Willard D. Larson as general agent at Rochester, Minn., and Charles N. Miller as general agent at Mankato, Minn. Mr. Larson joined the company in 1954 and Mr. Miller came to Washington National in 1955 as a district agent at Mankato.

Massachusetts Mutual

Massachusetts Mutual has opened a general agency at Lubbock, Tex., and appointed Fred E. McClain general agent. The office covers 70 counties in west-central Texas and the Panhandle.

Continental Assurance

M. Dan Siler, general agent at Lansing, Mich., has been appointed general agent at Tampa, Fla., for Continental Assurance. He has been in life insurance since 1952 as a personal producer and manager.

Everett Hunt has been named manager for Continental Assurance at the Whittier, Cal., agency.

Robert W. Garner has been named life department manager for Commercial Insurance Service of Charleston, W. Va., newly-contracted general agency for Continental Assurance. He

has been in the life business for two years.

William S. Harvey has been appointed superintendent of agencies for the Canadian department at Toronto. He has been in personal production and management for 30 years.

National Life Of Vermont

Edward C. Childs has been appointed general agent at Milwaukee to succeed



E. C. Childs

R. Wayne Allison, who has been named regional director of agencies of National Life of Vermont. Mr. Childs has been an assistant director of the Purdue course for 2½ years. He entered the business in 1950 with Minnesota Mutual's Denver agency, headed by his father, C. E. Childs. He was appointed assistant

supervisor two years later and assistant superintendent of agencies in 1953.

Kenneth Campbell has been appointed general agent at San Diego. He has been general agent of Columbian National in Los Angeles for two years. He formerly was with Prudential and State Mutual at Los Angeles.



Kenneth Campbell

Occidental Of California

Harry S. Grimes has joined Occidental Life of California as assistant brokerage manager at New Orleans. He had been an agent for Prudential since 1953, previously having been with Occidental.

Prudential

Ervin A. Gillespie, manager at the Huntington Park, Cal., district agency, has been appointed manager at the new district agency at Covina, Cal. Robert W. Conley, training consultant at the Los Angeles regional home office of Prudential since 1955, will replace Mr. Gillespie at the Huntington Park office.

Vern H. Murray, training consultant at the Los Angeles regional home office, has been named district manager at Ontario, Cal. He has been with the company for seven years, starting as an agent at Alhambra, Cal.

Leonard G. O'Neill, manager of Prudential at Cincinnati since last year, has been promoted to director of agencies in the ordinary agencies department in the Newark home office. He joined the company at Columbus in 1949 and was promoted to division manager at Dayton in 1953.

Columbian National

Martin L. Horn has been named manager at New York with offices at 500 Fifth Avenue. He has been assistant supervisor of Connecticut Mutual at New York for two years. He previously was with Prudential at New York.

United Benefit Life

Robert D. Marcotte has been appointed general agent at Omaha for United Benefit Life and Mutual Benefit H. & A. He has been with the company since 1946 when he joined his father, the late L. J. Marcotte, in the Omaha agency. He has been associate manager of the agency since 1952. He is a past president of Nebraska H&A Underwriters Assn.

Theron C. MacLeod, assistant general manager at the Honolulu office of Mutual Benefit H&A, and United

Group Insurance Plans Are Not Alike

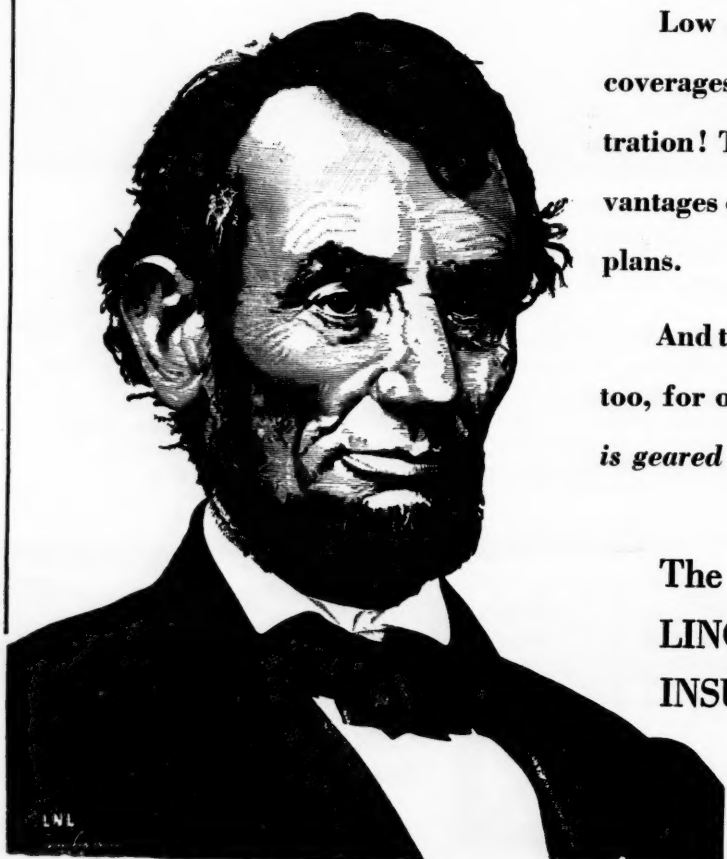
Low net-cost, morale-building coverages, and simplified administration! These are some of the advantages of LNL's Group insurance plans.

And they're additional reasons, too, for our proud claim that LNL is geared to help its fieldmen.

The
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne 1, Indiana

Its Name Indicates Its Character



Benefit Life, has been promoted to general agent at Jacksonville, Fla. His predecessor, **Nat Lyon**, is retiring but will remain in an advisory sales capacity. Mr. MacLeod joined the companies as an agent in Los Angeles in 1950 and had held the Honolulu position since last year.

Thomas Baldwin, group sales manager at Omaha, has been named manager of the New York City district group office for Mutual Benefit H.&A. and United Benefit Life. He joined the companies in 1950 as group representative in Philadelphia.

Fidelity Mutual

Lawrence C. Krehbiel has been named general agent of Fidelity Mutual at Wichita. He has been in the business since 1954.

Aetna Life

Alfred H. Cole, assistant general agent at Hartford for two years, has been appointed associate general agent of Aetna Life of Pittsburgh. He joined Aetna at Philadelphia in 1946 and advanced to supervisor. He was agency assistant at the home office for two years before going to Hartford. He is a CLU.

Paul Revere Life

Sherwin P. Bardsley has been named agency secretary. He has been with Paul Revere Life for 10 years.

Hospital And Surgical Coverages Have Grown Faster In Three Years

In an analysis of trends in voluntary health insurance in the U. S. in the last six years, Health Insurance Institute reports that the rate of growth of hospital and surgical coverages has risen markedly in the past three years.

According to figures supplied by insurance companies, there were 66.3 million persons covered for hospital expenses at the end of 1956 under individual and family contracts and

group programs, a 79% increase over the 1950 total of 37 million.

A closer examination of this growth trend in the last three years shows a constantly faster rate of expansion in hospital expense protection. In 1954, there was an increase of 5.9% over 1953 in the number of people covered. The percentage gain in 1955 over 1954 was 7.9%, while the rate of growth in 1956 over 1955 was 11.1%.

Surgical expense insurance covered 63 million persons in 1956. Compared with the 1950 total of 33 million, the 6-year growth rate was 91%.

As with hospital expense, the yearly increase in the number of surgical expense policyholders has accelerated in the last three years. The growth rate in 1954 was 4.6% over 1953. The 1955 increase was 7.3% over 1954, while 1956 recorded a rise of 11.2% over 1955.

Regular medical expense insurance experienced a phenomenal period of expansion in the 6-year period, according to the institute. It rose 281% in the number of people covered. By the end of 1956, there were 29.8 million persons covered, compared with

7.8 million in 1950.

The coverage increased 12.9% in 1954 over 1953, 20.8% in 1955 over 1954, and 18.9% in 1956 over 1955.

Major medical outpaced all other A&S forms in rate of growth. At the end of 1952, when the first accurate records were available, there were 689,000 major medical policyholders. In the four years since, it rose at the rate of 1,188% to a total of 8.9 million persons. A recent estimate by Health Insurance Council placed the coverage at more than 10 million, as of May 1.

NOW ONE BILLION DOLLARS OF LIFE INSURANCE IN FORCE

On August 26, 1957 Pan-American Life Insurance Company passed the mark of One Billion Dollars of Life Insurance in Force.

Ads similar to this one appearing in NEWSWEEK magazine and in 53 major newspapers have assisted our Field Force in reaching this goal—they will continue to aid them in their future progress.

You can "put yourself, and your family, on your own payroll first" not only through our life insurance, but also by representing us under

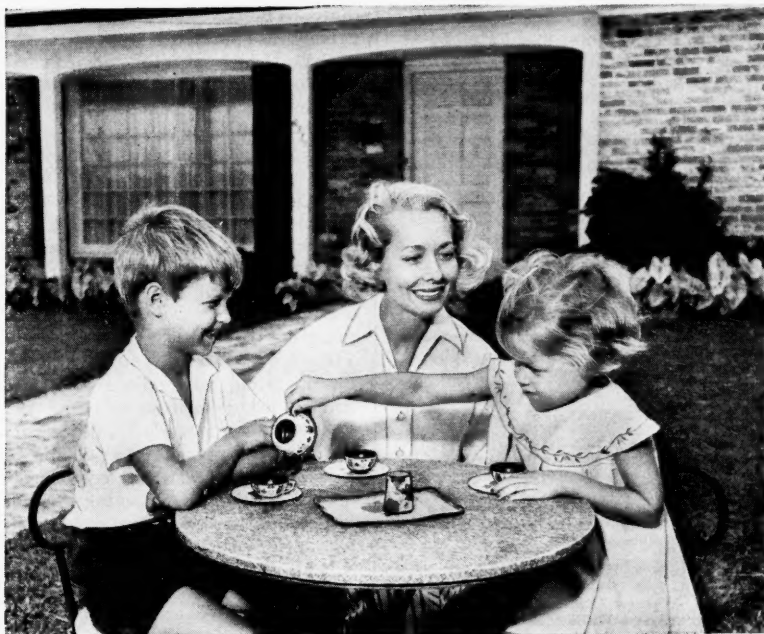
PAN-AMERICAN'S CAREER CONTRACT

Crawford H. Ellis
President

Edwin J. ...
Executive Vice-President

Kenneth D. ...
Vice-Pres. & Agency Director

Put your FAMILY on your payroll first!



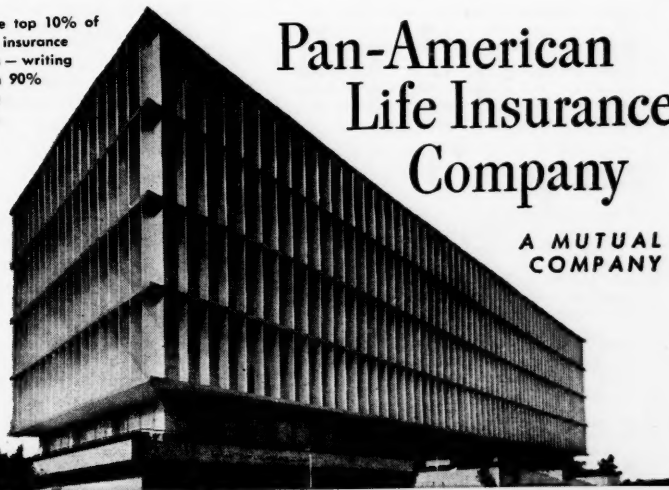
Your Pan-American Agent can show you how...

Uppermost in the mind of every man with a wife and children is to provide a fine standard of living for them today . . . and, to be certain they continue their standard of living in the future. If all of his salary goes into other hands every pay-day, there's nothing left for family protection. The wise man puts his family on his own payroll first! A brief talk with a Pan-American representative will quickly disclose how easy it is to provide security with a special Pan-American Life Insurance policy.

Among the top 10% of U. S. life insurance companies—writing more than 90% of all life insurance.

Pan-American Life Insurance Company

A MUTUAL
COMPANY



- Convention Dates**
- Sept. 23, Fraternal Actuarial Assn., annual, Statler hotel, Los Angeles.
 - Sept. 23-25, Life Office Management Assn., annual, Shoreham hotel Washington D. C.
 - Sept. 23-25, National Fraternal Congress of America, annual, Statler hotel, Los Angeles.
 - Sept. 26-28, Life Advertisers Assn., annual, Sheraton hotel, Philadelphia.
 - Oct. 7-8, Conference of Actuaries in Public Practice, annual, Morrison hotel, Chicago.
 - Oct. 7-11, American Life Convention, annual, Edgewater Beach hotel, Chicago.
 - Oct. 14, Society of Actuaries, annual, Commodore hotel, New York City.
 - Oct. 21-23, Individual A&S Insurance Forum of Health Insurance Assn. of America, Biltmore hotel, New York.
 - Oct. 23-25, Assn. of Life Insurance Medical Directors, annual, Statler hotel, New York City.
 - Oct. 25-27, Gleaner Life Insurance Society, biennial, Louis Joliet hotel, Joliet, Ill.
 - Oct. 31-Nov. 1, Actuarial Club of the Pacific, annual, Biltmore hotel, Santa Barbara, Cal.
 - Oct. 31-Nov. 1, Southeastern Actuaries club, annual, Atlanta.
 - Oct. 31-Nov. 2, Mid-West Management conference, annual, French Lick, Ind.
 - Nov. 6-8, Institute of Home Office Underwriters, Edgewater Beach hotel, Chicago.
 - Nov. 10-14, Life Insurance Agency Management Assn., annual, Edgewater Beach hotel, Chicago.
 - Nov. 14-15, New York Assn. of Life Underwriters, fall meeting, Van Curler hotel, Schenectady, N. Y.
 - Dec. 6-8, California State Assn. of Life Underwriters, midyear, Rickey's Studio inn, Palo Alto.
 - Dec. 9-10, Assn. of Life Insurance Counsel, winter meeting, Plaza hotel, New York City.
 - Dec. 10, Institute of Life Insurance, annual, Waldorf-Astoria hotel, New York City.
 - Dec. 11-12, Life Insurance Assn. of America, annual, Waldorf-Astoria hotel, New York City.
 - Feb. 14-15, New York Assn. of Life Underwriters General Agents & Managers Conference, Gideon-Putnam hotel, Saratoga Springs, N. Y.

The NATIONAL UNDERWRITER



The National
Weekly Newspaper of
Life Insurance

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Tel. Woodward 5-2305. William J. Gessing,
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dent Manager.

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Room 1027, Tel. Pennypacker 5-3706. Robert
I. Zoll, Middle Atlantic Manager.

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Chestnut 1-1634. Geo. E. Wohlgenuth, Resi-
dent Manager.

SAN FRANCISCO 4, CAL.—562 Market
St., Tel. Exbrook 2-3054. Richard G. Ham-
ilton, Pacific Coast Manager.

CHANGE OF ADDRESS

Be certain to enclose mailing label with
new address. Allow four weeks for comple-
tion of the change. Send to subscription of-
fice, 420 E. Fourth St., Cincinnati 2, Ohio.

EDITORIAL COMMENT

No Time For Samsons

Let's say there's this Joe Agent who's staring at a \$25,000 ordinary life policy he's just found he can't deliver. He can't deliver it because the man who was going to buy it has just got a glad surprise of \$100,000 of group life from his employer. Joe hadn't spent the commission, of course, but he's thought of a lot of ways he could use the money.

As he gazes at the pretty policy in its Saran-windowed jacket he gets more than somewhat incensed. The more he thinks about it the madder he gets. This isn't the first time he's heard of such a thing. It isn't even the first time it's happened to him. His eyes narrow and he gets—let's face it—a little unreasonable.

It isn't the first time he's gotten a little unreasonable about this sort of thing but this time he stays unreasonable—or whatever you want to call it that makes him mad enough to fight. He's been mad enough to fight before, too, but this time he's mad enough to fight even though his better judgment keeps trying to tell him it will do him no good and that what he has in mind doing could do a lot of damage to the business he's in.

Because what he's thinking of is stirring up the Treasury and the House ways and means committee to take away the tax advantage that traditionally has been allowed group term life insurance. For most people this kind of fuming would just be day-dreaming, harmless because completely futile.

But not for Joe. It so happens he has connections. He knows quite a few other people who have connections. Moreover, he's one of those people who are slow to wrath but who, when they get mad enough, aren't stopped by considerations of cost or effort or—sometimes—of good sense. A wounded rhinoceros isn't necessarily showing the best judgment when he charges a hunter but the fact won't help the hunter.

If a group of agents or even a local or state association were to become so exasperated as to go against National Assn. of Life Underwriters' present policy of restraint, they could very well jeopardize whatever favorable status the insurance business and its policyholders enjoy under existing tax laws.

We don't mean by this that there is actually any discrimination in favor of life insurance. But the very fact that there is nothing in the world like life insurance has made it necessary to provide special status for it under federal and state tax laws. It took many years and much ingenuity and statesmanship to get so much accomplished. Any revision in it would call for a vast amount of understanding and willingness to learn.

To expose the delicate tax structure of life insurance to being hastily pawed over by those who might see a chance to make political capital of the opportunity could bring results too hideous to contemplate. Yet all of this

could happen if the subject were opened up by an effort to change a single facet—the exemption of group term premiums paid by the employer from being taxed as income to the employee. Even if the aim were to remove the tax-shelter only for group term above the 20/40 limit, there is no telling where the revision efforts might go.

We have tried to draw a somewhat vivid picture of how the destructive process might start, for the danger was seriously discussed this week at the meeting of the NALU group insurance committee at Detroit during the annual convention. Though it had expressed no thought of going ahead on its own, the California delegation was for NALU's seeking to get the present tax shelter removed for amounts in excess of the 20/40 limit. By the end of the discussion, however, the California delegation had agreed to wait and see what results might come from conferences with the new "high-level" group committee representing the companies.

But several speakers noted the danger that some member of NALU—or even a non-member—could blow the whistle on jumbo group even though NALU itself would oppose such drastic remedies. The complaint has been repeatedly made by NALU opponents of jumbo group that the company associations have agreed on the 20/40 limit and even supported its passage in states where local member companies didn't oppose it but that the associations have no power to bind their members. The same obviously applies to individual agents and individual associations. If they get so "fed up," as one speaker expressed it, that they decide not to follow the NALU policy, there is nothing NALU can do to stop them in whatever course they decide to take.

For the sake of the business and of policyholders generally, we hope that no matter how incensed an individual agent or association may become they will not allow their judgment to be so distorted that they will either minimize the consequences of opening the Pandora's box of tax changes or feel so vengeful that they don't care what the consequences may be.

Doubtless they would lay the blame at the door of those who favor no-limit group. But the question of who was to blame for a disaster of this magnitude would be academic after it happened. The harm would be done and could not be undone by even the most fair and accurate assessing of blame. Those who might be tempted to emulate Samson and pull down the temple for revenge should remember that Samson didn't come out any better than the Philistines who were taunting him.

The danger that exasperated opponents of jumbo group will try to stir up Washington against group term's tax shelter is of course known to the members of the "high-level" company committee that has been conferring

with NALU representatives on group problems. We haven't heard anything to indicate how seriously the committee regards the danger.

One way to keep the threat from becoming an actuality, we believe, would be to set forth and publicize the philosophy behind the differing viewpoints on jumbo group—including large amounts of group-on-group. Too much that has been said and written about group problems has been with the obvious aim of defending a position or proving a point. The air is full of claims and counterclaims. There are flat, unproved statements made about what is best for the public, the companies, the agents. There is too much of the atmosphere of a religious or political argument. There is too much tendency to equate the "public interest" with either side's cause. It would be a relief to hear someone say, "I'm in favor of this because I think it will make me more money."

Quite possibly the end result of such a project would be that each side would be even more firmly entrenched in its own conviction. But at least the issues would be clarified and whatever results ensued could not be blamed on the failure of partisans to understand each other's thinking.—R.B.M.

PERSONALS

Gerhard D. Bleicken, secretary of John Hancock, has been reappointed to the 9-man National Academy of Sciences' advisory committee on civil defense.

Horace W. Brower, president of Occidental Life of California, has been elected a voting member of Southern California chapter of Arthritis and Rheumatism Foundation. He also will serve another year on the state committee of sponsors of California Heart Association.

DEATHS

HUGH E. SIMMONS, 80, manager of Acacia at Charleston, S. C., from 1930 until his retirement in 1952, died at his home in Charleston. He joined Acacia in 1928.

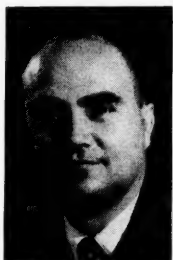
REGINALD S. KOEHLER JR., 61, National Life of Vermont, Pittsburgh, died in Suburban General hospital after a long illness. He joined Mutual Benefit Life at Pittsburgh in 1927, and was general agent of National Life of Vermont from 1943 until 1952 when he began to devote full time to pension and estate planning.

COORD CHARLES MICHAELIS, retired cashier of Union Central Life, died at the age of 78. Mr. Michaelis joined the company in 1894 and at the time of his retirement in 1953 had been a member of the home office staff for 59 years. He served in all divisions of the financial department and was cashier for 17 years before his retirement. At the time of his retirement, Mr. Michaelis was dean of all Union Central employees in point of service.

ERNEST C. AMES, 82, former vice-president and actuary of Bankers Life of Nebraska, died at his home in Lincoln. He joined Bankers Life in 1901 and became vice-president and actuary in 1922. Mr. Ames retired in 1955, but remained on the board until his death.

Life of Va. Appoints Albright Agency V-P; Promotes Two Others

George F. Albright, assistant to president Charles A. Taylor of Life of Virginia, has been promoted to agency vice-president. Attis E. Crowe, assistant secretary since 1953, has been advanced to 2nd vice-president. Robert B. Lancaster has been promoted from director of sales promotion to assistant secretary.



George F. Albright

Mr. Albright, who will be in charge of all ordinary and combination agency operations, joined Life of Virginia at Charlotte in 1938 and has been manager in Atlanta, director of agency training and assistant vice-president in charge of combination agencies in a 5-state area. He is a CLU.

Mr. Crowe, who will head the ordinary division, succeeds vice-president Willis J. Milner Jr., who will retire Dec. 31. He was associate manager of New York Life in Atlanta before joining Life of Virginia as Mr. Milner's assistant in 1951. Mr. Milner will serve in an advisory capacity until he retires, and then go into field work.

Mr. Lancaster, with the company since 1928, has been agency auditor, purchasing agent and director of publicity. When Charles C. Fleming, editor and assistant vice-president, retires on Dec. 31, he will assume the editorship of the field publications.

Milwaukee GAs Resume Activities

Activities of Milwaukee Life Managers & General Agents Assn. will resume after the summer recess, Sept. 27, with a dinner at the Plankinton House. Instead of a program, the group will make its annual trek to Milwaukee County Stadium to see the Milwaukee Braves-Cincinnati Redlegs game.

Occidental Life of California has been licensed in the province of Prince Edward Island, Can.

STOCKS

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago Sept. 17, 1957

	Current	Bid	Asked
Aetna Life	198	202	
Beneficial Standard	17 1/4	18	
Business Men's Assurance	66	68	
Cal.-Western States	86 1/2	88	
Columbian National	72	75	
Commonwealth Life	23 1/2	24 1/2	
Connecticut General	288	292	
Continental Assurance	117	120	
Franklin Life	69	71	
Great Southern Life	76	79	
Gulf Life	25 1/2	26 1/2	
Jefferson Standard	85	87	
Kansas City Life	1210	1230	
Life & Casualty	20 1/2	21 1/2	
Life Insurance Investors	15.17	16.68	
Life of Virginia	109 1/2	111 1/2	
Lincoln National	208	212	
National L. & A.	102	104	
North American, Ill.	20	22	
N. W. National Life	82	82	
Ohio State Life	320	340	
Old Line Life	52	56	
Republic Natl. Life	37 1/2	39	
Southland Life	85	90	
Southwestern Life	104	108	
Travelers	80	81	
United, Ill.	23 1/2	24 1/2	
U. S. Life	80	81	
West Coast Life	45	46 1/2	
Wisconsin National	67	70	

Kansas Insurer Asks To Reduce Its Capital

Farmers & Bankers Life of Wichita has asked the Kansas department for permission to reduce its capital through acquisition of 25,670 shares held by Charles Sammons of Dallas. President R. L. Burns of Farmers & Bankers said the acquisition of these shares will involve a cash transaction of more than \$2 million taken from the company's unassigned surplus fund and will increase the value of existing stock by one-third. At present there

are 100,000 shares of Farmers & Bankers stock with a par value of \$10. After the purchase, shares will be reduced to 74,330 at a \$10 par value.

Stress Fla. Time Limit On Credit Life, A&S On Real Estate Loans

Due to some apparent misunderstanding among insurers and lending institutions, Commissioner Larson of Florida has restated the department's rule that credit life and credit A&S may be written on real estate loans of less than 36 months' duration, while

ordinary life policies must be written on insured loans of more than 36 months.

The agent must be licensed to sell ordinary, and insured must have the right to choose the primary beneficiary. This does not, however, preclude insured from voluntarily nominating the lending institution as the primary or first beneficiary. Group life may not be used for coverage on real estate loans of more than 36 months' duration.

Cosmopolitan Life of Memphis has been licensed in Georgia.

Northwestern National Life agents wrote substantially more ordinary business during the eleven months ended August 31, 1957 than in any previous *full year* in the Company's history. So far 1957 has been marked by a succession of record-breaking months which promise to make this by all odds N^WNL's greatest year—another measure of the staunch loyalty of our fieldmen and of their high regard for the opportunities inherent in the N^WNL franchise.

NORTHWESTERN NATIONAL LIFE
OF MINNEAPOLIS

Life Insurance is for Living!

'Roadmonster' Editorials Draw More Comments-Including One In Protest

Several additional letters of comment have been elicited by recent editorials in *The National Underwriter* on what agents might do to help jolt unthinking citizens out of their assumption that it is more important to own a late-model high-powered car than to own an adequate amount of life insurance.

John Y. Ruddock, senior vice-president of Pan-American Life, is emphatic in his belief that something needs to be done—in fact he made the point in his talk a year ago at the annual dinner of the Women's Quarter-Million Dollar Round Table.



General Agent D'Alfonso and the building he acquired after one year with the Company.

Midland Mutual gives you "Everything you can expect... and then some!"

After six successful years in both personal production and field management work, John D'Alfonso joined the Midland Mutual in October, 1955, as General Agent in San Diego. Today, his agency is one of the fastest growing in the entire organization.

Says Mr. D'Alfonso: "Midland Mutual gives you everything you can expect . . . and then some! Unique career contracts make it possible to recruit and keep top-notch men. One of my agents was a corporation president, another was earning \$1,500 per month when contracted. My first-year earnings were high enough to permit me to acquire a new office building with room for expansion to double our present size.

"Under Midland's generous and uniform contracts, general agents and agents truly own the business they produce. The Home Office is more interested in our long-term growth than in just obtaining new business volume. The company is mighty strong and very competitive. Their FULL CIRCLE OF SECURITY programming service is the best in the business. And, I have never made so much money in so short a time!"

Find out about the rewarding opportunities which Midland Mutual offers new general agents. For full details, contact Charles E. Sherer, CLU, Vice President and Director of Agencies.



Serving Personal Security Needs Since 1906

**THE
MIDLAND MUTUAL
LIFE INSURANCE COMPANY**

256 East Broad Street, Columbus 16, Ohio

Midland Mutual Agency Building Opportunities include openings in these areas: California, Illinois, Indiana, Iowa, Kentucky, Michigan, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia.

John Wilkins, president of Citizens National Life of Indianapolis, has circulated one of the editorials to his field force with his enthusiastic endorsement.

On the other side, C. Milton Sherman, a million dollar producer of Connecticut Mutual Life at Toledo, protests against what he termed an "attack" on the automobile industry.

Here are all three of the letters. Following Mr. Sherman's letter is the editor's reply. The *National Underwriter* would be interested in the views of other readers on awakening the public to a better understanding of spending its money sensibly.

PRaise

Following is the letter received from Senior Vice-president John Y. Ruddock of Pan-American Life:

Somewhat belatedly, I am writing to compliment you on your excellent editorial in the Aug. 9 issue of *THE NATIONAL UNDERWRITER*:

I wonder if you read my address before the Women's Quarter Million Dollar Round Table last September in Washington. In case you have not, I am enclosing a copy and you will be interested to note on page 4 how I take American industry and the public to task for the very thing you speak of in your editorial.

In my opinion, it goes far beyond the automobile. The automobile is, perhaps, a good symbol for a disease, widespread throughout this country, that assigns to thrift and family protection a low rung on the ladder of the scale of values. We are subjected today to the most skillful pressure to raise our sights on homes, home appliances, television and all the other attributes of the luxurious standard of living.

As a result of all this, I have pointed out in my address that the life insurance industry is being forced to a diminishing share of the consumer's dollar.

That is why I think we should get away from our restrained and dignified position and wade into the battle with the same tools used by other industries. I hope you will continue to emphasize this point in future editorials in your excellent publication.

President Wilkins of Citizens National Life, wrote:

I took the liberty of copying your editorial in your issue of Aug. 9, titled, "Trot 'Em off Those '58 Roadmonsters!" and sent it to all of our representatives. I am enclosing our recent bulletin which accompanies this editorial.

I think this is the finest editorial I have ever read and certainly is one that should produce unlimited millions of dollars in new life insurance business. Many salesmen will use it while others won't. That is, I think, true of everything pertaining to sales of life insurance. . . .

The reason I did not write you immediately to congratulate you upon this fine editorial was because I thought perhaps I was just personally overly enthusiastic about it. Now that I have read your subsequent editorial and comments from other insurance people, I do not hesitate to compliment you, and show you we are attempting to keep our agency organization enthusiastic about *THE NATIONAL UNDERWRITER* to which many of them already subscribe.

Here are the pertinent portions of the bulletin Mr. Wilkins referred to in his letters:

The attached copy of an editorial which appeared in *THE NATIONAL UNDERWRITER* will give you some idea

(CONTINUED ON PAGE 24)

PROTEST

From C. Milton Sherman, Connecticut Mutual Life, Toledo, regarding the editorial in the Sept. 6 issue, "An Opportunity for George Romney":

The automobile industry is one of the mainstays of American economy and has, in fact, become the barometer of business conditions.

The American public, influenced by the promotion of more and bigger things, not excluding more and bigger policies, is definitely in favor of the "dinosaur" in the driveway.

That public is also in favor of ranch style homes, improved washing machines, combination deep freeze and refrigerators, radios, expensive vacations, and even motor boats for the poor, (my garage mechanic owns one).

If it is not particularly strong for life insurance it is because the men who guide the life insurance destiny are preachers who are competing against promoters.

To single out the automobile industry for attack is unjust and unfair. Certainly, no less than billions of life insurance are owned by people directly connected with the automobile industry, and many more billions by people indirectly connected with it.

To cry that a big automobile is taking life insurance money is a confession of weakness, a complaint against efficiency and ingenuity and an invitation to disaster.

As a life insurance man and citizen I protest your attack upon a great industry and upon public taste, particularly since that attack is backed by a mercenary motive, namely, save some of your automobile money and give it to me so I can save it for you.

Selfishness and paternalism disguised as concern for public welfare is bosh, regardless of any high sounding name that you may invent for it.

It is my hope that the national association will repudiate this unfortunate propaganda.

Here is the editor's reply to Mr. Sherman:

You don't mean to say, I'm sure, that because the automobile industry

(CONTINUED ON PAGE 24)

**Tops in Everything
CONVENIENT**

HEINER DINING CLUB

Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District . . . Preferred, always, by experienced travelers because of its outstanding advantages—Every room with combination tub and shower . . . and breakfasting ice water. Delicious food . . . shortest service.

AIR-CONDITIONED ROOMS
350 rooms from \$3.50

**HOTEL
CLARIDGE**

LOCUST ST. AT EIGHTEENTH
Free Parking
ST. LOUIS

Payment Of Claims Is Reason For Existence Of Insurance: Menge

If the life insurance business complained about its claim obligations, the complaints would be as inane as a farmer's gripes about the burden of harvesting his crops, President Walter O. Menge of Lincoln National Life told International Claim Assn. at its 3-day annual meeting in Atlantic City.



Walter O. Menge

The business stands essentially as a repository of policyholders' money and is charged with keeping and improving it for eventual distribution to insured and their beneficiaries in fulfillment of the risks assumed under the policies. Without claims and an ability to pay them promptly and justly, the business would have nothing to sell and no reason for existing, Mr. Menge asserted.

"In order to gain and maintain proper sense of importance of your work as claim men, we should daily recite this triad of logic: Assumption of risk is the end product of our business; our obligations for risks assumed are measured in terms of dollars; therefore, the dollars we pay out in claims are the measure of our importance to society and of our success as an industry," he said.

The process of distributing funds to claimants is not quite automatic, as claim men well know. To fulfill that responsibility dutifully and legally, claim men apply the necessary judicial and rational element. The claim men's function is fulfilled only to the degree that they are able to protect their companies from unjust claims, and more importantly, to the degree they are able to bring about the payment of just claims promptly and at face value.

Commercial life insurance institutions, after a century or more of development, tend to become ends in themselves, quite apart from their genesis in historic time and their responsibility and place in the social scheme of things. Life insurance should never fail to predicate its judgments and decisions upon the primacy of the policyholders' best interest because it is for them that the business lives and moves and has its being. As important as the externals and methods of the business are, they should never gain control to the prejudice of human services.

When the calculating hands of men of commerce took hold of the ideas of life insurance, the motivation was mercenary and the attitude impersonal, with little respect for the social nature and values of the idea. This was exactly what could have been anticipated, human nature being as it was and still is. The abuses incident to an acquisitive industry stem from human nature, which is the same yesterday, today and tomorrow, as witness the crusades of Elizur Wright in the 1850s and '60s and Charles Evans Hughes in the Armstrong investigation shortly after the turn of the century. Here, as in every other area exposed to human weakness and perversity, eternal vigilance is required in order to avoid the

criticism, justified or not, that can be engendered so easily against the industry, Mr. Menge said.

Despite the abuses and exploitations of life insurance in its beginnings and those which have from time to time erupted through the years, the industry as a whole has never enjoyed such a universal acceptance by people of all classes as it does today. That this is true is sufficiently evidenced by the increase of life insurance through the decades.

This growth is dramatized by the fact that in 1956 more business—\$55

(CONTINUED ON PAGE 32)

Mass. Mutual Cites Leading New Agents

The field championship award of Massachusetts Mutual has been won by Joseph E. Rock, Boston. By delivering \$613,400 on 60 lives, Mr. Rock led 35 other members of the 33rd home office career school for agents through their 6-month period of field supervision by placing first in volume, first in lives, and fourth in commission. In over-all performance, Gilbert Schrier, San Antonio, was second, while Philip G. Gallant, Spokane, Bar-

ron H. Clemons, Battle Creek, and Stanley S. Telchin, Washington, D. C., finished third, fourth, and fifth, respectively.

The class turned in \$7,605,293 on 772 lives during the half-year which ended July 31. The average production was \$211,257 per man, and the average paid monthly volume was \$35,209 on 3.57 lives. The school is under the general direction of Vice-president Charles H. Schaaff, and the instruction staff is headed by C. Lowell McPherson, director of training.

More Than Lip Service!

THIS "STAR OF THE NORTH" insignia marks a company with a friendly family attitude of mutual helpfulness . . . a company which gives *more than lip service* to a formula that works!

THIS FORMULA for successful life insurance selling is based upon (1) The right combination of *organized* sales methods, (2) Tested and proven presentations aimed at selling life insurance to fit *specific needs*, (3) Dramatic, convincing visual sales aids that *really work*, (4) And, above all, shirt sleeve down-to-earth help from Home Office

men who spend their time on the street with the Field, before ordinary prospects demonstrating how these *tools* get *results*.

IN ADDITION, our Advanced Underwriting Division recently has applied these same principles to the unlimited frontiers of Programming; Pension and Profit-Sharing Plans; Estate Planning; Wills and Trusts; Taxes; and, in a unique way, Business Insurance.

TOP THIS OFF with a better paying incentive contract, incorporating an unusual combination of persistency fees, and you have the reasons why the "Star of the North" is the guiding light to many a successful agent who has found himself with . . .



The Agent-Minded
**MINNESOTA
MUTUAL
LIFE**

Insurance Company

VICTORY SQUARE—ST. PAUL, MINNESOTA

COMPANY CHANGES

United Benefit Life

W. F. Nicholson, regional manager for Mutual Benefit H.A. and United Benefit Life, has been named eastern sales manager.

Thomas P. Coyle, chief underwriter in the group department, is the new western sales manager. He joined the companies in 1949 as an A&S underwriter. Succeeding Mr. Coyle as chief

underwriter is **Melvin Engler**, assistant chief underwriter. He has been with the companies since 1952 when he entered the claim department.

New assistant chief underwriter is **Leroy Bourque** who has been in the group department since 1954.

Shenandoah Life

James L. Whitt has been named to the newly-created position of training director of Shenandoah Life. He has been manager in Knoxville since 1954. He previously was manager of Jefferson Standard at Charleston, W. Va. He is a CLU.

Life Of North America

C. T. Chandler has been named superintendent of agencies of Life of North America. He entered the business with New York Life in 1938. He joined Shenandoah Life as assistant superintendent of agencies and advanced to superintendent of agencies. He has been superintendent of agencies of Acacia since early 1956.



C. T. Chandler



D. L. Hopkins

Donald L. Hopkins has been named director of sales promotion of Life of North America, effective Sept. 23. He has been assistant advertising manager of State Mutual for five years. He previously was with New England Life.

Lincoln National Life

C. David Silletto has been promoted to assistant secretary and is moving into the company's reinsurance department after three years in actuarial and electronics work. **Harold C. Longstreet** has been named assistant manager of the policyholders service department and **Kenneth A. Pearson** has been named planning assistant in the same department. Mr. Longstreet and Mr. Pearson have been members of the policyholders service department since joining the company nine and five years ago, respectively.

United Life & Accident

Warren E. Cutting, superintendent of agencies and secretary, has been appointed head of the New England agency force. **Edgar C. Rines**, assistant to the president, has taken over the office services department. **Kenneth Cone** has assumed the duties of convention planning.

Penn Mutual

Samuel H. Wolcott Jr., president of Consolidated Investment Trust of Boston, has been elected a trustee of Penn Mutual to replace **Martin W. Clement**, former resident and chairman of Pennsylvania railroad.

Bankers National Life

Howard T. Cohn has been appointed assistant actuary. Before joining Bankers National in 1953, he had been in Southland Life's actuarial department.

Paul Revere

Clinton A. Reynolds has been named associate counsel. He has been assistant counsel of Paul Revere for six years.

Security-Connecticut Life

Donald L. Wedge has been appointed director of selection of Security-Connecticut Life. He entered the business with Columbian Mutual Life as an underwriter in 1956 and advanced to supervisor of underwriting.

Travelers

Dr. William H. Simmons has been named associate radiologist in the medical department of Travelers. He has been chief of the radiology service of U. S. Public Health Service hospital in Lexington, Ky., since 1954. **Dr. Emily E. Jones** has been appointed assistant medical director in the employ health division of the medical

department. She has been in private practice at Richmond since 1953 and on the staff of Johnston-Willis hospital, there.

Massachusetts Mutual

Irving S. Wolfson and **C. Norman Peacor** have been named group actuary and associate group actuary, respectively. Mr. Wolfson has been associate group actuary since 1956 and Mr. Peacor has been assistant group actuary since 1956. Both are fellows of Society of Actuaries.

Business Men's Assurance

Dr. Clark H. Lentz of Concord, Cal., has been appointed assistant medical director of Business Men's Assurance to replace **Dr. G. Burton Appleford** who has returned to private practice. Dr. Lentz is a graduate of Temple university school of medicine.

Prudential

Samuel J. Goldwater has been named training consultant in the Minneapolis regional home office of Prudential. He joined the company in 1936 at Pontiac, Mich., becoming staff manager there in 1955 and staff manager at Mt. Clemens, Mich., in 1956.

PENINSULAR LIFE — **Lawrence Gibney**, formerly with Provident Life & Accident, has been named assistant actuary.

RECORDS

EQUITABLE LIFE OF IOWA—New paid production for the first eight months of 1957 set an all-time high of \$114,439,391, a gain of 13.5% over the corresponding period last year. August production was \$13,663,368, representing the largest August in Equitable's history and continued an unbroken record wherein production during each of the first eight months of 1957 established an all-time record for the month. Life insurance in force at the end of August reached a new high of \$1,548,307,966. The Hedges agency of Kansas City was the leader of all agencies during August.

BANKERS LIFE OF IOWA—New business issued and paid-for in August totaled \$28,831,554, an increase of more than \$8 million over the same month last year. Of this total \$15,542,154 was ordinary and \$13,289,400, group. Production for the first eight months of the year totaled \$300,389,898, increasing more than \$114 million over the same period last year. Of this total \$143,135,458 was ordinary and \$157,254,440, group. Total life insurance in force in Bankers Life had reached a new high by the end of August of \$2,858,440,390. Ordinary amounted to \$1,695,913,650 and group sales were \$1,162,526,740.

PAUL TEMPLE AND ASSOCIATES INSURANCE ANALYSTS

Purchase, Re-Insurance
and/or Merger of Life, Fire and
Casualty Insurance Company's
negotiated in confidence through
the facilities of this 30 year
old organization.

1927-1957

PAUL TEMPLE AND ASSOCIATES
6355 NORTH CLARK STREET
CHICAGO 26, ILL.

**\$1000 a month earned
in small town and
rural area**

Mr. A. T. Wood
103 Blanton Building
Jasper, Alabama

Dear A. T.:

Your Protective Life associates are indeed proud of the fine record of production which you have compiled during your first year as a Protective Life General Agent. Even though you were not an experienced life insurance salesman before coming with Protective Life, you have compiled a record of consistent production from the very beginning.

During your first two months with Protective Life you earned \$1,500, and during your second two months your rate of earnings increased. By the end of your first six months, you had earned \$6,500 in first year commissions plus overriding, and during your first year with Protective Life your earnings have averaged more than \$1,000 per month.

This fine record is the source of even greater pride when we take into consideration the fact that much of your business has been sold in a small town and rural area.

While we at Protective Life believe that our methods, our policy contracts, and our sales material have been instrumental in your success, we fully realize that the greater share of the credit is yours.

A. T., there are any number of good companies with whom you could achieve life insurance success. You hold the key within yourself. Protective Life is grateful that you are giving it the chance to provide the opportunity.

Your sincere good friend,

William J. Rushton
William J. Rushton
President



General Agency Openings
Throughout the Southeast
Write to C. B. Barksdale,
Agency Vice-President

PROTECTIVE LIFE

William J. Rushton
President

Serving the South
Since 1907



Insurance Company

PROTECTIVE LIFE BUILDING
BIRMINGHAM, ALABAMA

10 Lose Agent Licenses For Misrepresenting A&S Policies In Conn.

Ten agents of Security Benefit Life of Topeka, Kan., who reside in Massachusetts and Rhode Island have lost their licenses for misrepresenting A&S policies, according to Commissioner Spellacy of Connecticut.

The agents were accused of representing their policies as non-cancellable and guaranteed renewable, despite four exceptions for renewal. Mr. Spellacy said no criminal violations were involved. He said the company was unaware of the situation.

The Connecticut department began its investigation after receiving complaints from residents in the eastern part of the state.

The agents and their residences

were identified as Joseph DeFilippo and Gabriel Balkin, both of Brookline, Mass.; Francis R. Bell and David Yanover, both of Providence; Chester B. Lipsett, Boston; Francis J. Callahan, Brighton, Mass.; Henry G. Cournoyer, Somerville, Mass.; Benjamin Millstein, Salem, Mass.; Richard F. Ross, Cambridge, Mass., and Dana S. Silverman, Framingham, Mass.

Peoples Life, D.C., Starts Work On New Building

Peoples Life of Washington, D. C., is starting work on a \$3 million new building on part of a 29-acre site which the District Auditorium commission has asked Congress to purchase for a national cultural center. Contract for construction of the five-story marble structure was awarded to Charles H. Tompkins Co., Washington.

At NALU Convention In Detroit



In the last hurried moments of putting together the second NALU convention daily of THE NATIONAL UNDERWRITER, the wrong caption lines were inserted for the three well-known life insurance men shown above. They were misidentified as a "Texas trio" who, in effect, was another group of NALU conventioners appearing in the picture below. Pictured above are, left to right, R. Edwin Wood, Phoenix Mutual Life, San Francisco; "O. P." Schnabel, Jefferson Standard Life, San Antonio, and W. Merle Smith, Mutual of New York, Buffalo.



A Texas trio, all of Republic National Life, who attended the NALU convention at Detroit are, left to right, Howard Channell, Dallas; Harry Leak, Dallas, and Jack G. Oltorf, Midland.

A SPECIAL INVITATION

TO GENERAL INS. AGENCIES

WITH LIFE DEPT. OPERATIONS OR PLANS TO INSTALL LIFE DEPTS.

- TO INVESTIGATE the facts which are causing some of the leading General Insurance Agencies to install the Anico connection in their Life Departments. Facts about
- * CONTRACT CONSIDERATION
- * POLICY LINES & PLANS AVAILABLE

THE INDUSTRY'S MOST COMPLETE LINE OF POLICIES AND PLANS

- * \$10,000 & \$25,000 minimum preferred rate Policies
- * New and Competitive FAMILY POLICY
- * Outstanding Annuities and Endowments
- * 10-15-20-30 Pay and all the regular life plans
- * BANK PLAN — S. S. FRANCHISE — NON-MEDICAL
- Wide range of Term Plans

Openings everywhere in territory for REPRESENTATIVES, BROKERS, SPECIAL BROKERS, GEN. INS. CONNECTIONS. Inquiries will receive prompt attention and answer. For information address:

COORDINATOR OF SALES

AMERICAN NATIONAL INSURANCE Co.

OVER 3 BILLIONS, 800 MILLIONS IN FORCE



GALVESTON, TEXAS

QUALITY . . . Our Heritage

Our Policies

- Loss of Time
- Accident and Sickness
- Hospital, Medical and Surgical
- Non-Cancellable and Guaranteed Renewable to Age 65
- Accident and Sickness
- Major Medical Expense
- Cancer and Specific Disease Expense
- Franchise Group and Key man Loss of Time Plans

The agent interested in offering quality writes Illinois Mutual Casualty Company policies.

To meet the needs of your clients and increase sales include these in your portfolio.

Desirable Agency Openings Available in the following

- Arizona
- Illinois
- Indiana
- Iowa
- Florida
- Colorado
- Kentucky
- Michigan
- Minnesota
- Missouri
- Nebraska
- N. Dakota
- Ohio
- Wisconsin

We will welcome your inquiry concerning our complete arrangements for a Direct Contract.

ILLINOIS MUTUAL CASUALTY COMPANY

NON-ASSESSABLE

E. A. McCORD, President

Dependable Accident, Sickness and Hospital Insurance Since 1910

HOME OFFICE
411 Liberty
Peoria, Illinois

'Roadmonster' Editorials Draw Comments Pro And Con

(CONTINUED FROM PAGE 20)

PRAISE

of the competition you are going to have in the future in getting the "flush dollars" from Mr. and Mrs. John Citizen.

Every man who has a life insurance license could well afford to invest in a subscription to THE NATIONAL UNDERWRITER. An editorial such as the one enclosed, if properly used, is worth the subscription price for many, many years.

Millions of people have pride in leaving their families well protected, as well as having them ride around in high-powered, unpaid-for cars. It is up to you to appeal to their pride the same as the automobile industry appeals to their pride. The automobile industry is willing to back up the "pride appeal" with unlimited \$ \$ \$ millions.

PROTEST

is a great industry, a mainstay of the economy, and a direct or indirect source of many premium dollars, it therefore should be considered immune to justified criticism. So the first point on which you and I differ is whether my criticisms of certain practices were justified or not.

Incidentally, I was not making an "attack" on the automobile industry. I was objecting to certain practices—much as a critic could attack abuses in bank-loan selling of life insurance without fairly being said to "attack" the life insurance business.

I specifically object to a merchandising policy that boosts costs by sacrificing quality to gaudiness, gadgetry, poorly tested innovations, and deliberate obsolescence, a policy that appeals to the crassest type of snob instinct, and that uses the intoxication of super-horsepower to invite people to kill

themselves because they lack the judgment and skill to refrain from misusing it.

I'm sure you'd censure a distiller for advertising: "Old Streamline—The Whisky that Gets You Drunk FAST—ER! No Other Booze Gives You That Special Glow." But that's the way the car makers have been advertising until quite recently, when it became so bad they finally got scared of public opinion and congressional action and resolved to stop advertising speed and power.

With some notable exceptions, I believe the sales and advertising appeals of the automobile industry are against the best interests of most of the public. Too many of those who succumb to them do so at the sacrifice of sadly needed life insurance protection and other forms of saving. Those who do not succumb are made to feel uncomfortable because they don't—so successful have the motor makers been in making their view the orthodox one that is accepted as a matter of course. "Of course, you buy a new car every couple of years. Doesn't everybody?"

Yet I am not advocating that the automobile industry be prohibited from pursuing this course. I am only saying that it is time that the general public be made aware of how far off the track of financial sanity it has been led. Somebody should try to get people—at least those who have a responsibility to dependents—to understand what they are doing when they fall for a seductive sales appeal and needlessly fork over dollars that should be going into life insurance or other savings plans.

Obviously, you don't agree with my thinking on this. But you have not persuaded me that I am wrong, even though I respect the sincerity of your opinion.

Life insurance men, I believe, could do a great deal in the direction of bringing about this saner financial viewpoint, if they would refuse to accept as inevitable a truly weird situation that they, along with most other people, have taken for granted. After all, life agents have no hesitation about talking against putting into common stocks or mutual funds money that ought to go into life insurance. Why should they feel any compunction about speaking out against a type of money-diversion that is more prevalent and more foolish than buying stocks? Why shouldn't they try to rouse people out of the mass hypnosis that causes so many millions of otherwise decent people to put ownership of the latest and fanciest in cars ahead of owning enough life insurance to take reasonably good care of their dependents?

Once the agents realize that this situation is neither natural nor necessarily permanent, they can do a lot to bring about a return to sanity. They can help make it fashionable to take pride in making adequate provision for one's dependents—a deeper pride, I would hope, than the pride of driving a car that is newer and "better" than one's neighbor's.

My attack was upon the public's conscience—or lack of it—rather than upon public taste. If I said anything about the public's taste in cars it was merely incidental. I disagree with it, but that is a matter of taste. If a man makes adequate provision for his fami-

ly, he can drive around in a three-toned circus wagon and I won't feel it is anything for life insurance people to concern themselves about.

Your statement that "selfishness and paternalism disguised as concern for public welfare is bosh, regardless of any high sounding name that you invent for it" puzzles me. So does your reference to a "mercenary motive."

When a life insurance agent urges me to put money into life insurance, I know and he knows and you know that he is interested in earning a commission. If he weren't, he'd be off his rocker. But if he is giving me the right information and the right grounds for buying, what difference does it make that he is interested in making a living by getting me to do what I ought to do?

Moreover, if this agent realized my spending habits were so far out of line with good sense that they were keeping me from buying needed protection, I would certainly expect him, as a professional adviser, to try to find out and show me how I could cut down my spending in other ways so as to "afford" the recommended insurance. In fact, for people who have just about every dollar of income committed to one installment purchase or another, almost the only way they can scrape together enough money for a new premium is to cut down somewhere else. I can't see where it is out of line for a life insurance man to try to get people to see that there are some things more important than having the tallest tail-fins on the block.

Of course, the kind of activity I am talking about wouldn't be confined to sales interviews. Much can be done just in casual conversations, as the opportunities arise, by "talking up" the economy concept in car-owning. There's a lot of interest, for example, in the General Motors English and German cars soon to be imported. Such interest in lower-priced, cheaper-to-run cars could well be fostered by life agents. It may be that the greatly increased interest and acceptance of the smaller cars indicates that people are ready for a more interesting type of driving than can be had with a car that is so huge that it has to have power-everything in order to be controlled without undue fatigue.

It goes without saying that the effort to revive the public's conscience against mis-spending money that should go into insurance must be made with diplomacy. There must be awareness of the fact that people can't be converted overnight to even the most sensible idea. But don't agents have to employ this kind of diplomacy every day in the week, anyway?

In other editorials I have inveighed against not only foolish spending for automobiles but for other material possessions, too, like the things you list. I have emphasized the automobile, however, because such a huge proportion of the public's disposable income goes for automobiles, their operation, and their maintenance, and consequently they offer more margin out of which to buy more nearly adequate life insurance protection.

I believe very strongly that people should be so ashamed of being underinsured that a man would feel unbearably uncomfortable driving a newer, bigger, more expensive, more gadgeted car than he needs, when he knows that the money he is spending so needlessly would provide all or a large part of the added insurance protection he knows he ought to have.

I can see nothing out of line in life

an example of fraternalism at work

This year Lutheran Brotherhood has a hand in providing greater educational opportunities to more than 150 Lutheran young people



• Each year the SOCIETY invests in outstanding Lutheran students through its Educational Scholarship program . . . thus making possible advanced training for potential leaders of tomorrow.

LUTHERAN BROTHERHOOD's "class" of scholarship winners—now reaching 600—are assuming roles of active service and leadership for which the SOCIETY and Lutherans everywhere are grateful.



Among the Lutheran Brotherhood scholarships provided this year are—

9 SEMINARY GRADUATE scholarships of \$1000 each to seminary graduates to assist in post-graduate study.

12 JUNIOR COLLEGE scholarships of \$150 each to students who have completed their first year's studies.

2 NATIONAL LUTHERAN NURSES GUILD scholarships of \$500 each to nurses to assist in advanced training.

45 SENIOR COLLEGE scholarships of \$300 each to college juniors to encourage continuation of their academic studies.

83 YOUTH LEADERSHIP scholarships of \$150 each to outstanding high school graduates to encourage enrollment in Lutheran colleges.

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Our 40th year of conscientious service to Lutherans and to the Lutheran church

LIVING BENEFITS FOR LUTHERANS THROUGH LIFE INSURANCE

September 20, 1957

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insurance people trying to change the crazy climate of public opinion in which it is more "necessary" for a man to drive a late model big car than to own enough life insurance to protect his family decently.

Nor can I see anything out of line in the fact that in so doing the life insurance agent may be promoting his own financial welfare at the expense of the sellers of automobiles, appliances, deep-freezers, and motor-boats.

First things should come first, it seems to me. For too many people they don't. I think most sensible people, if they thought about it, would have little trouble agreeing on what a reasonable basis for allocating income should be, between "first things" and secondary things. If the sellers of material possessions are so hard pressed that they must urge people to buy luxuries at the expense of necessities like life insurance, then I say they deserve a stronger attack than anything I have been able to dish out.

I don't expect the luxury-sellers to abate their efforts; but they have no cause to kick when those on the other side of the fence try to open the public's eyes to the blithe improvidence of the typical citizen's spending pattern.

I am still baffled by your "selfishness and paternalism" reference. Without a good measure of taking an interest in the other fellow's welfare (i.e., paternalism), where would the life insurance business be? And if there were not the "selfishness" of the commission incentive, where, again, would the life insurance business be?

As far as I can see, life insurance men have always been engaged in an uphill fight against the numerous attractive inducements that lure people to buy less than wisely. Each year these attractions are more expensive and more ingeniously merchandised. So much goes to the installment man that more and more buyers resort to term insurance instead of buying the permanent coverage that they ought to have.

I believe the life insurance man's product is sufficiently important to his clients that he has every right to point out financial folly where he sees it. If he can manage it without doing his cause more harm than good, he should do his best to get them back on a sensible track.

I can hardly believe that this belief really conflicts with your views. But perhaps we can only agree to disagree. At any rate, I feel obligated to you for putting up a stimulating and interesting challenge to my thinking. I am sure that our correspondence has only served to strengthen us in our respective convictions—but after all, who would want a world in which everyone held the same convictions?

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RICHMOND ATLANTA NEW YORK

Complete Agenda For LOMA Conference In Washington Sept. 23-25

More than 1,000 representatives from 335 member companies are expected to attend the annual conference of Life Office Management Assn. Sept. 23-25 at Hotel Shoreham in Washington, D. C. J. Howard Ditman, vice-president and comptroller of New York Life and president of LOMA, will introduce the new managing director, Ray A. MacDonald, former director of company relations of Health Insurance Assn. of America.

The opening session on Monday morning, Sept. 23, will feature addresses by Brigadier General David Sarnoff, chairman of Radio Corp. of America; Powell B. McHaney, president of General American Life, and Mr. Ditman. The subject of General Sarnoff's address will be "Electronics on the Insurance Horizon." Mr. McHaney will speak on "Personnel or Associates" and Mr. Ditman's address will be entitled "Moment of Opportunity." Panel discussions on the topics of "Personnel Problems of the Line Executive" and "Automation" are scheduled for the afternoon.

"Effective Communication" will be the subject Tuesday morning, with papers presented by Hess T. Sears, assistant vice-president of Equitable Life of Iowa, and F. F. Bradshaw, president of Richardson, Bellows, Henry & Co., management consultants of New York. Mr. Ditman will preside at the annual business meeting. The 1957 LOMA Institute fellows will be honored at luncheon Tuesday.

In the afternoon, members will participate in 12 seminars dealing with life office operations. The speakers, representing the appointed standing committees, will discuss their past year's studies into planning and equipment.

The conference will be concluded Wednesday with panel discussions on "The Challenge of Automation to the Smaller Company," "Personnel and Organizational Implications of Automation for the Larger Company," "A Method for the Analysis of Organization Problems," "Cost Analysis and Control," "Providing Personnel Services to Line Executives."

Propose Regulations Of Installment Cover In N. C.

A proposed set of rules and regulations for handling credit insurance written in connection with installment sales in North Carolina was presented by Commissioner Gold at a hearing held Sept. 10. At that time he said he would reopen the matter Sept. 26 to consider any suggestions advanced by that time, and to announce his decision.

The regulations provide that coverages must be shown separately and the premiums per coverage shown.

Mr. Gold told about 75 insurance representatives and loan agency officials attending the hearing that "we are trying to show the insured what he is buying, what it costs him and what he has."

The proposed regulations are in accord with the act passed by the 1957 legislature requiring that all insurance be sold through a licensed agent. This particular feature drew most of the questions at the hearing.

The Roads agency of Continental Assurance at St. Paul has moved to 3702 East Lake street, Minneapolis.



Their Future is His Career!

No one can discount the importance of sales. But, in true perspective, they are the means, not the end, of life insurance. Life insurance has survived as a great institution . . . not because of the number of policies written . . . but because of the number of dreams it has helped bring true. If this is so, the agent, too, can expect to prosper only if he is guided by service rather than sales. It is this concept we strive endlessly to implant in the minds and hearts of those who represent us. We call it the "career attitude."

THE

Cal-Western Life Agent

... trusted advisor!
... partner in plans
for tomorrow!

CALIFORNIA-WESTERN STATES LIFE INSURANCE COMPANY
Home Office: Sacramento

Are you on
the outside
looking
in?



SANTA BARBARA '57
BANFF & LAKE LOUISE '58

Santa Barbara...Lake Louise
...that's our convention schedule for this year and next. You can open the door to a Pacific National Life general agent career for yourself. When you do, you'll enjoy non-contributory pension plan and be able to offer top commission contracts to your agents. How about it? Why not write to: Kenneth W. Cring, Vice-President and Supt. of Agents. Do it Now! Travel on the winning team.

PACIFIC NATIONAL LIFE
Assurance Co.

Home Office: 411 East South Temple,
Salt Lake City, Utah
Ray H. Peterson, Pres.
Kenneth W. Cring, Vice-Pres. and Supt. of Agents.

Connecticut General Booklet Describes Building

(CONTINUED FROM PAGE 10)

vestment.

The fourth was the special character of the work environment. Our processes resemble in some respects those of light manufacturing. We do not assemble metal, wood or plastic into household objects. But we do assemble pieces of paper with such tools as typewriters and calculating machines. A different type of personnel does our work, the majority of them young women who work with their minds as well as their hands. The work passes from one phase to another in a series of patterns as the duties of hundreds of people are melded into a single operation. The environment must allow the work to be done smoothly and must serve the needs of the people who do it. Among those needs is parking space in an era when personal vehicles dominate transportation to the job.

The fifth was expandability. The home office employed 2,000 people on moving day. The building, without addition, will accommodate 3,000. The

site will allow substantial increases through additional construction. Overall, we have enjoyed steady growth; we intend that we shall continue to grow, and as we do we shall need more people even though machines continue to take over the routine, repetitive tasks.

The Site—The 280-acre site, just five miles from downtown Hartford in suburban Bloomfield, was chosen from among 16 in the Hartford area studied by the company and the architects. Rural in character, surrounded by residential neighborhoods, it is well served by today's roads and even better by the projected highways of the future. The building is on a rise of land attributed by geologists to the action of ancient glaciers. Pastoral landscapes in all directions, a high ridge of hills to the west and the urban skyline to the southeast make it an unusually beautiful tract. Ample utility services, good local government, a friendly community, and easy

access to the metropolitan center attracted us to it. Its size permitted the horizontal design our studies had indicated was desirable and offered a permanent solution to the staff's parking problem. Today's methods of communication and transportation made it no longer necessary for a business of our kind to be at the crossroads downtown.

The Design—Two great work areas, the second and third levels of the building, are unobstructed by permanent partitions except for the cores which enclose the mechanical services. The work spaces are of clear span construction, completely flexible in layout. A system of movable panels and partitions, unique in its simplicity, was designed especially for us. They provide enclosed space where required and can be readily moved as future needs indicate. The panels, of bright color, banks of files and plant boxes serve to divide and add variety to work units. Traffic between the floors is by escalators. The floors are pierced by four large garden courts, each beautifully landscaped, so that all work locations are close to the outdoors, seen through large windows, green-tinted to reduce the heat of the sun. On the second level individual insurance is processed; on the third level, group insurance.

The first level houses general departments, such as personnel, the library, tabulating and printing, which serve the insurance departments above. Relatively constant in their space requirements, these first level functions could have their necessary permanent space divisions and accessible locations without adversely affecting the essential flexibility of the main work areas. Also on this level are the employee facilities: The lounges and game rooms for off-hours recreation, the health and hygiene services of the medical department, a store and the cafeteria kitchens. The cafeteria itself is in a one-story wing, cantilevered over a reflecting pool on the south side of the main building. To the south of the building is a carefully landscaped terrace. This, as well as the courts, is the work in an Oriental tradition of Isamu Noguchi. South of the terrace are lawns and a four-acre pond, visually pleasing and serving as an emergency water supply and accumulation point for spent water from the air conditioning system. Beyond the pond are three large monuments of red granite, also the work of Mr. Noguchi. Related in character to ancient monuments in England and on Pacific islands, they are his conception of a family group, appropriate symbolism for a life insurance company. Below the ground level of the building are the mechanical services of the building itself, the supply and mail rooms, an auditorium to serve as the company's conference center as well as for recreation purposes, bowling alleys and barber and beauty shops.

The building. They were developed from a year of study, not only of materials, but of such interrelated problems as heating, air conditioning and lighting. An open baffle ceiling was developed to accommodate lighting, acoustical control, ventilation, sprinklers and the structure of the movable partitions. A mock-up building, representing a section of the final building, was used during planning and construction to test and demonstrate ideas in material and design. It saved its cost several times over and gave us reassurance in our selection.

The photographs depict some of the qualities of design in the building. A more detailed discussion of it has been prepared in a paper, "Background of the Connecticut General Building," which may be obtained by writing to the company.

The Result—A few months of occupancy, and much of that while construction work was being finished, are hardly a fair test of the efficiency of the building. Even so, by such measures as can now be applied, we are confident we have come close to our objective. Work moves more smoothly and rapidly than before. Our people are enjoying the refreshing and productive atmosphere. New people are being attracted to our organization because they like the building as a place to work and as an indication of the nature of the company.

The longer-range tests, maintenance costs over a period of years and adaptability to the needs of growth, cannot be applied for some time. But we are confident that the results will be favorable. An unexpected dividend is the greater intimacy in which we spent our working day. Inverted buildings, where quick elevators take one from a small work level to the street level, there are few spontaneous meetings, few casual interchanges of work experiences. Here in the cafeteria and lounges and on the daily routes of travel through the building we are getting to know each other better. Results, both expected and unexpected, support our conviction that the individual is important. Our business exists to aid individuals in their own endeavors to build for tomorrow. In the fulfillment of this purpose, our greatest asset is our people. Our new home recognizes this fact.

Crusader Life, Negro Insurer, To Write Business In Kansas

Crusader Life, Negro life insurer of Kansas City, Kan., has received authority to write business in Kansas. James H. Browne, a former life agent, is president of the new company. Other officers are William H. Young, vice-president and secretary, and Isadore Gross, treasurer.

A Service Guide

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industry, the policyholders, and our way of life; and "Because we believe it is essential to protect and promote the best interests of the policyholders of America; and

"In order to inform more fully the American public regarding changes affecting their life insurance interests; and

"In order to take a more positive approach towards new and constructive methods, concepts, and ideas which will enable more Americans to receive and enjoy the benefits of life insurance protection;

"The Assn. of Advanced Life Underwriters has been formed."

Each member pledged himself to the following code of ethics:

"We subscribe to the code of ethics of the National Assn. of Life Under-

POLICIES

(CONTINUED FROM PAGE 15)

mum, monthly income and accidental death also are available.

A wide range of settlement options may be applied. The plan may be written for a minimum of \$10,000 and a maximum of \$300,000 per applicant. In line with new company practice on substandard underwriting, the plan will be issued up to table T (600% mortality) to applicants age 10 through age 60. The full age range for the contract is ages 1 to 75.

Continental Pyramid Club Parley Draws 400 Agents

(CONTINUED FROM PAGE 6)

eon, awards were presented to the company's production leaders. They are: National leader, Joseph N. Desmon, Buffalo; eastern department leaders, A. Burr Rubey, Miami, first place, and Ned C. Litwak, Newark, second place; mid-America department leaders, Joseph N. Desmon, first and Carl L. Schlotman, Cincinnati, second; Pacific coast department leaders, Le-lan J. Whipple, Las Vegas, first and Ernest M. Marcus, Los Angeles, second; and Canadian department leaders, Marcel Arsenault, Ste. Genevieve, Que., first, and Ray Hartlieb, Kitchener, Ont., second.

New agent of the year awards went to Hyman Ochacher, New York; George W. Benson, Topeka, Clifton Bonde, Oakland, Cal., and Werner Haering, Montreal, Que.

A special program was arranged for the luncheon featuring the Continental Choraliers, a group of home office employees, who performed four numbers from the Broadway musical, "My Fair Lady." The convention was climaxed with a president's reception, banquet, and entertainment in the ballroom of the hotel.

Foan Resigns As V-P Of First Colony Life

Ray A. Foan has resigned as 1st vice-president and a director of First Colony Life of Lynchburg, Va. He will disclose his plans soon.

Mr. Foan joined First Colony as vice-president and director of agencies and a board member in February, 1956, when the company was beginning operations. He previously was vice-president and director of agencies of Mount Vernon Life and Postal Life. He entered the business with Great American in 1929 and later went with United States Life.

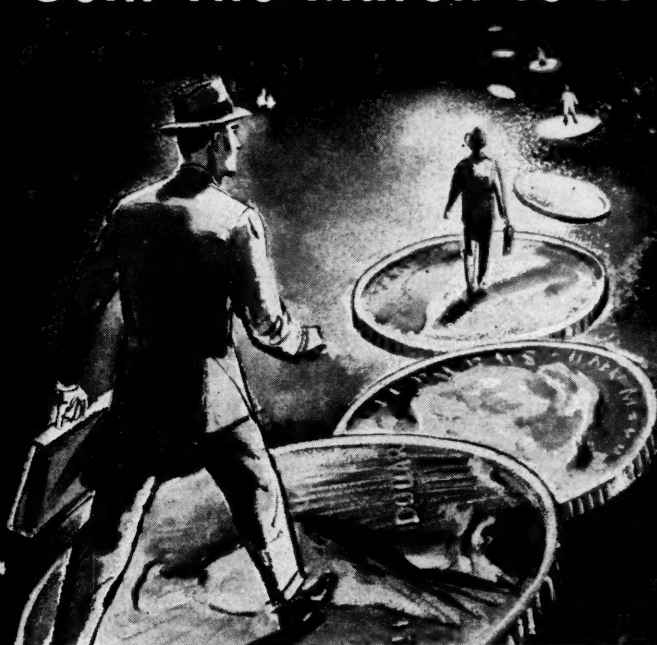
his attorney and/or accountant should give him proper counsel.

"We pledge ourselves to render all possible service to protect the property rights of owners of legal reserve life insurance."

Besides those already listed, the delegates present included John D. Banning, National Life of Vermont, Evans-ton, Ill.; Sam P. Davis, Phoenix Mutual Life, New York City; James A. Deering, independent, New York City; Frank O'Donnell, independent, Philadelphia; Malcolm B. Flanders, Mutual

Benefit Life, Boston; H. F. Johnson, National Life of Vermont, Chicago; Melvin L. Kartzmer, National Life of Vermont, Trenton, N. J.; Edward T. Kirtz, Connecticut Mutual Life, Cleveland; Maurice Linder, Travelers, New York City; Max M. Matson, Mutual Benefit Life, Cleveland; Philip L. Miller, Connecticut Mutual Life, Toledo; Mervyn J. Platt, National Life of Vermont, Trenton, N. J.; Tower C. Snow, Connecticut Mutual Life, Boston, and David Warshawsky, Lincoln National Life, Cleveland.

Join The March To N-A-A-I-C*



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More and more discriminating insurance men are learning that it's smart business—profitable business—to work with the North American Accident Insurance Company of Chicago.

Our agents are satisfied agents because in our 70 years of service to personal insurance underwriters, our commitments have always been rigidly adhered to...our relationships personal and friendly.

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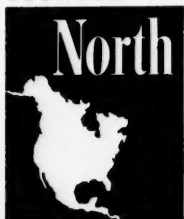
Extra Incentives to supplement your production achievements.

If you are interested in making money—not just today, but years from now—write

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Insurance Must Return To Fundamentals

(CONTINUED FROM PAGE 12)

mately \$40,000 invested in his education and from a finance point of view, it is as fine an investment as anyone could make, provided the doctor lives to capitalize on it. Secondly, provided he doesn't become disabled somewhere along the line, and he is usually quick to agree that if people didn't become disabled there'd be no sense in his practicing medicine. He is more keenly aware of disability than you and I will ever be. And, lastly, if he doesn't lose his insurability. Pretty tough for him to say no to any one of these. We disarm him by telling him that we don't want him to decide today what kind of insurance he's going to buy tomorrow. First-off, he doesn't know and most certainly I don't know either. All we're interested in right now is in guaranteeing to him the right to buy that insurance when he gets ready to do it. So we offer him an option on a permanent insurance program. Our sales talk is on the basis of \$50,000 worth of retirement income with a premium of \$2,000 or \$3,000 a year. I am very quick to tell him that if he agrees to buy, I'd drop dead of shock. This usually gets a laugh, of course, but when I come down to offering him an option on half of this for \$300 a year, the contrast is so great that he usually buys.

Job Only Begun

My job with the physician has only begun. I stay right with this boy through the hospital, in his first early years of practice, and I always manage to get a hearing because of the fact that I knew him when. Therein we convert his initial term insurance into ordinary life, sell him some additional and then start to sell him some retirement income insurance, stressing not only the investment values, but the tax-free values. Dramatize the fact that a \$100,000 retirement policy throwing off \$12,000 a year of income is practically a tax-free investment. For him to secure the same spendable income, he would probably have to have between \$350,000 and \$400,000 invested in a cross-section of the stock market at 4% to achieve the same net result. If this man is 40 years of age, our way means a savings of about \$5,500 a year, the other way means setting aside about \$15,000. After taxes these days, who has a choice? My physician friend is also a prospect for the securities people. I find more and more that I must compete with them. I am frank to admit that not only do I own a substantial life insurance and annuity program myself, but also am a buyer of securities. But I do insist on keeping these matters in their proper perspectives. If my man has bought \$150,000 or \$200,000 of insurance and annuities and has laid down some fine basic values, how could I quarrel too much with him if he wants to take a flyer with some extra cash that's burning a hole in his pocket. He respects me for my lack of prejudice and recommends me to his friend as a man with a broad understanding of finance. Let's be big enough to appreciate that there are other ways of investing money. Fortunately for us, our way is not only the best, but perhaps the only way for most people.

Here's a fellow that we really have where the hair is short. Every one of them is taking every nickel's worth of

earnings and putting it back into the business. To expand inventory, to buy new equipment, develop an advertising program or to enlarge his working capital. He figures if he gets enough working capital he won't have to pay those high interest charges to the bank any more. Consequently, everything he has is wrapped up in the success or failure of this business venture. Almost without exception when he goes to the bank to borrow money, the bank wants not only his signature as an officer of the company, but they want his personal endorsement on that paper as well. He doesn't realize this, but he not only hocks his business to the bank, but he hocks his personal estate as well. He's a sitting duck for a cash value target shooter. He's up to his ears in equity and very short on guarantee. What better outside investment can he make than cash value life insurance payable to a named beneficiary and completely free from the claims of his creditors. Not only that, but he has another source of credit, and any good accountant will readily tell you that a man is smarter to lend money to a business rather than put it in equity. In this fashion, he can always get his money out without any tax consequence. We have a bonanza for the partner in a business and particularly for a builder. The partner's assets are available not only to his own creditors, but to the creditors of the partnership as well. The builder is in a highly volatile field. He can make a fortune in one year and go bankrupt on the next job. The only place he can stick some money to make sure he'll always have a fresh stake is in the solid cash values you help him build.

You know a little knowledge is a dangerous thing. How often, instead of selling good sound cash values because we, not he, think the premium is too high, do we tell him about the deductibility of group life premiums? We turn around and install a group life plan and then on top of that we give him a chance to get off the hook without doing any penance. Worse than that, we discourage all his employees from buying their own sound insurance because they got what they thought was a free ride from the boss.

The Scripps-Howard newspapers did a recent series of articles on the problems of our aging population. There is a new field in medicine called geriatrics dealing with this very subject. A fair share of our older people enjoy excellent health. There may be a dim eye here and there or a tin ear or a little too much sugar, but they all have one disease in common—lack of money. This is exactly the same disease they suffered from 20 years ago. And what have you and I done about it? Are they fresh out of money because you and I did a sloppy job? Maybe they didn't buy life insurance because no one ever explained the annuity principle to them. Maybe if we told the prospect what this insurance would do for him instead of what it would do for someone else he would have bought a lot more of it. Statisticians tell us that old age is here to stay—and stay a lot longer than it used to. One phase of industry has been described as a great growth situation only because it deals with the physical and mental ailments of our aging population. The life insurance industry should show equally phenomenal growth if it dealt more with the financial problems of

Pan-American Life Advertises \$1 Billion In Force

Pan-American Life has rented a large billboard atop a theater in downtown New Orleans to celebrate the attainment of \$1 billion of life insurance in force. As a teaser, the board was painted in three stages over a 2-week period. When the workmen completed each stage, dummies dressed as painters were rigged in various stages in front of the sign. At one time, a dummy was hanging by its feet and dotting an "i". At the second stage, one dummy was seated on another's shoulders "painting" a letter. When the sign was completed, the dummies were moved to the top, as shown in the photo, and "waved" to passersby. Crowds gathered daily below the sign. The theater management and General Outdoor Advertising, Inc., were plagued with telephone calls from curious citizens. The police department received hundreds of calls from worried people the day the dummy was suspended by its feet.

that same aging population. When a man tells you he's not interested in dropping dead some day and leaving his children \$1 million, he also is telling you that he doesn't want to die broke. A most ingenious device for creating an estate against premature death and for scientifically liquidating this estate over the period of a man's own lifetime is a retirement income policy. Let's stop some of these shady practices that destroy cash values for the sole purpose of using the money to buy new death insurance, all of course under the guise of estate planning.

Then, of course, we always have the devil with us. Sometimes we call him deflation and sometimes inflation. We always have the fellow who is going to do better with his money elsewhere. For 95% of the people we might well ask, "What money?" For the average guy, who is married, has two or three youngsters, a mortgage on his house and earning somewhere between \$7,500 and \$10,000 a year, he is either talking through his hat or just doesn't give a darn about anybody, including himself. After he gets through paying his federal income taxes, mortgage and eating, he's lucky if he has \$500 or \$1,000 left. If he picks some good stocks, if he never made a poor investment, if he compounded the money at 3%, if he never looked a dead horse in the mouth, he would still only have \$25,000 which would still only throw off \$60 a month of income. He presumes, of course, that his capital account is going to grow by leaps and bounds. He com-

pletely ignores what Ike's heart attack did to growth stocks, what happened when Nasser moved to the middle east and what war and government controls did to the equity markets. In these crises the stock market lost more ground in five hours than it gained in five months. How can a man possibly entrust his future to the whims of a few dictators? Meanwhile, he hasn't left his family anything except a couple of guesses. The same amount of money in an insurance policy would not only provide 2½ times as much income for him, but the family Bible would record that he was not only a loving father, but a prudent man as well.

Or that old cornball about—"buy term and reinvest the difference!" Ask your man when he is going to need this insurance. One of the biggest advantages of an insurance policy isn't even written in the contract. It obligates you to save money in spite of yourself. Most people over a 20-year stretch wind up with some pleasant memories, a lot of second-hand goods and no dough. If we did nothing for them except gave them back in 20 years' time the money they had given us, we'd be doing most people a large favor.

Let's take the more sophisticated 5%. A fellow usually says, "I already own \$50,000 of life insurance and got too much money in fixed dollar investment." Well let's examine this a little bit more carefully. He only has \$50,000 of guaranteed investments if he dies. This bird usually has two or \$3,000 or

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\$4,000 worth of cash values in his policy owns a home with perhaps a \$15,000 or \$20,000 equity in it. Any prudent man would tell you that he was already away out of kilter. Property and real estate is most certainly an equity investment and he already has five times as much money in equities as he has in guarantees. Make him realize that the cash values of his policies are even better fixed dollar guarantees than the government bond or the high-grade preferred stock. Let them represent the fixed-dollar portion of his investment portfolio. If you sell him this conviction you will automatically sell him life insurance. Government bonds right now are selling at a 12% discount. I never in my life ever heard of an insurance policy selling at a discount. We're on sound ground here and we can afford to be firm. And if we don't sell him we'll certainly soften him up for the next guy. As Paul Speicher used to say, "Most people buy not because they believe, but because you, the salesman, believe."

List More Speakers For LAA Annual Sept. 26-28

Life Advertisers Assn. has added some speakers to the program for its annual meeting Sept. 26-28 at Sheraton hotel, Philadelphia.

They include Alexander Mackie, president of Presbyterian Ministers' Fund; Donald C. Wagner, managing director of Philadelphia, and Robert Dechert, general counsel of Department of Defense and a former vice-president and counsel of Penn Mutual.

Russell Vernet, advertising director of Mutual of New York, will conduct a panel on "Four Modern Media for Advertising." Speakers will be John Holzapfel of Bureau of Advertising, American Newspaper Publishers Assn.; Halsey Barrett, Television Bureau of Advertising; Lud Richards, Radio Advertising Bureau, and W. H. Mullen, director of National Magazine Advertising Bureau.

Ga. H.O. Underwriters Elect Wilson Chairman

Roger C. Wilson, chief underwriter for United American Life, has been elected chairman of Georgia Assn. of Home Office Life Underwriters. Others elected to office are Herbert A. Sessions, vice-chairman; Mrs. Evangeline C. Wise, secretary, and Mrs. Harriet F. Forehand, treasurer.

Mutual Benefit Life Moves To New Building In Weekend Transfer

Mutual Benefit Life has moved into its new 20-story home office building at 520 Broad street, Newark.

The shift from the old 6-story home office at 300 Broadway began at noon on a Friday. By noon Saturday, the last piece of furniture had been transferred and set in place at the new building. At 9 a.m. Monday, all departments were in full operation.

The transfer of \$850 million of stocks and bonds was part of the moving operation. Thirteen armored trucks accompanied by motorcycle policemen completed 16 round trips to transfer the entire securities portfolio. Each carload contained \$50 million. The securities were insured for 100% of market value. It required the service of 14 insurance companies to underwrite the move. Another \$850 million of assets, including policy loans and mortgages, were moved under police protection.

Dedication of the new building and other opening ceremonies are planned for the early fall.

Mutual Of N. Y. Offers Personnel Guidebook

Because the field of personnel administration today embraces so many functions, it is difficult for a business man to keep informed of all the developments in this area.

To help overcome this difficulty, Mutual of New York's personnel division has prepared a 60-page *Guidebook to a Modern Personnel Program*. The material is based on Mutual's experience with its own personnel program and its observations of various types of businesses. Each section of the booklet has space for making notes.

The manual touches upon 19 areas or activities where personnel policies must be established. It tells how to set these policies. Among the subjects covered are employee services, employment, grievances, holidays, insured employee benefit programs, hours of work, military service, performance rating, promotions and transfers, safety, salary administration, terminations, training and vacations.

Free copies may be obtained by writing to Mutual of New York, department 13-6, 1740 Broadway, New York 19, N. Y.

Attend NALU Annual In Detroit



Earl A. Wetz, left, president of Earl A. Wetz & Co., Philadelphia, and William Milligan, Manufacturers Life, Detroit, are shown at the NALU convention held this week in Detroit.

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LIFE INSURANCE COMPANY**

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

Floor Nominee Wins Post On NALU Board

(CONTINUED FROM PAGE 8)

(reelected), agent of Travelers at Washington, D. C.; R. L. McMillon, district manager Business Men's Assurance, Abilene, Tex.; Francis G. McNamara, general agent for Old Line Life of Wisconsin at Waukesha, Wis.; Ellen M. Putnam, agent of National Life of Vermont at Rochester, N. Y., and Jack A. Stewart, agent of Phoenix Mutual Life at Cleveland.

There having been no floor nominations for any officer post, the nominating committee's officer slate went through as expected: President, Albert C. Adams, general agent of John Hancock at Philadelphia; vice-president, Oren D. Pritchard, manager Union Central Life at Indianapolis; secretary, William S. Hendley, Mutual of New York, Columbia, S. C., and treasurer, J. Hicks Baldwin (reelected) general agent of New England Life at Washington, D. C.

Some spirited discussion was generated by the recommendation of the functions and activities committee, approved by the trustees, that the functions of the committee on relations with trust officers, the committee on relations with accountants, and the committee on relations with attorneys be consolidated into a single committee. The national council recommended that the question be held over until the midyear meeting at Birmingham. Stanley C. Collins, Metropolitan Life, New York City, chairman of the functions and activities committee and a past president, spoke for the proposal. Paul H. Conway, general agent at Syracuse for John Hancock and long-time chairman of the committee on cooperation with trust officers, objected to it.

He contended that, for one thing, it might seem to be a downgrading of

the three NALU committees' status, since each of the organizations with which these committees cooperate has a committee with the sole responsibility of relations with NALU and reporting directly to the president of each of the organizations.

Mr. Conway also contended that the present system has been working extremely well and that much of the present cooperation among various elements in the estate planning "team" has been due to the cooperative efforts, over the years, of his committee.

Outlines His Duties

In his talk at the Friday morning "brunch" session, President Adams outlined the projected duties that will prevent him from making the series of visits to local associations that has been traditional for NALU presidents. Instead of becoming a traveling ambassador for the association, Mr. Adams said he would "honor every request for an ambassador by carefully selecting, with the aid of the managing director, a person to represent me at every association gathering where it is humanly possible."

This change in procedure, he said, would enable him to work actively with the committee charged with the job of erecting a building and raising the money to pay for it.

"Then, too, I am brash enough to feel that I can serve by being at the side of your managing director for whatever purpose will be necessary," he said.

"Probably just as important as these matters is that of our relations with the company and other groups. In any negotiation of conference with these fine people, it is absolutely necessary that NALU present the interested but unified, and consistent positions we take on all matters of policy and I hope to be present at most of these meetings to prevent any impression that we have interest in anything other than what is for the good of the insurance buying public and therefore, the nation, our members and the companies.

States NALU Position

"The NALU position on just about everything connected with the industry is pretty clear. These positions have been carefully thought through and had the benefit of considerable discussion and sometimes been the cause of almost mortal combat on the convention floor. In the rapidly changing atmosphere, it is necessary that we do not allow them to be changed for reasons other than right. But at the same time, we cannot be as the ostrich is supposed to be and assume the position of rigidity, not permitting intelligent acceptance of new ideas which are sound, realistic, honest, and for the lasting good of all of us.

"I wish here to anticipate a matter upon which we will have to take a position sometime and maybe sooner than we realize. This is the question of all taxes paid by the industry on both the national and state levels. Let no one get the idea that I am saying the industry must not pay its legi-

mate share of the cost of government. However, I feel that the nature of our business in the broadest sense including the service we render must not be forced to pay one penny more than its just and proper share and to accomplish this result will take a lot of doing and we will have no position for compromise. Let's all give it thought and begin to prepare ourselves. In passing, I must say that some of the actions by the home offices as well as by the field force could very easily give the impression to legislators that we do not believe what I have just said."

Industry-wide bargaining in the automobile industry was proposed by George Romney of American Motors Corp., final speaker of the Thursday morning general session, who said he reluctantly advocated it as the only apparent alternative in fighting inflation "if the country's No. 1 problem of concentrated economic, social and political power continues to be ignored by the government."

"I have opposed industry-wide bargaining for many years, based on the convictions that industry-wide bargaining would lead inevitably to government decision-making with respect to wages, prices and eventually to the direction of the total economy," said Mr. Romney. "This is still my conviction."

"However, in the auto industry the alternatives to industry-wide bargaining are further wage-price inflation, or a change in our national labor and economic policies as a vital part of a successful anti-inflationary program.

Congress Ignores Problem

I see no evidence that the administration or congress are approaching the problem of inflation with a view to dealing with the most important single aspect of the current inflationary spiral.

"In my judgment, other factors contributing to inflation are less important than the excess concentration of economic, social and political power that has been created in recent years—particularly the concentration of union power which has enabled unions to secure ever-increasing economic concessions which now exceed annual increases in productivity. Does any individual company in the automobile industry have the power to bargain effectively against the total strength of the UAW backed by the entire AFL-CIO?"

"While I believe industry-wide bargaining should be avoided if possible, I have reached the conclusion that inflation is a more immediate and vital danger. Another contract settlement with economic increases of the magnitude of that reached in 1955 or the even larger one declared to be the 1958 objective of the UAW could start in motion an accelerated wage-price spiral that could threaten not only the future of the automobile industry but of the entire national economy.

"With no prospect of presidential or congressional support for limitation on the concentration of union power in the bargaining process, I believe that all automotive companies should unite to use their combined strength to keep wage and other economic benefits granted in negotiations next year to a level not in excess of those justified by reasonably anticipated improvements in productivity and the maintenance of a balanced economy.

"The president's request for voluntary restraint and the federal reserve

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

GRAND OPPORTUNITY

Along about the end of 1957 or the beginning of 1958, an outstanding agency on the Eastern Coast will have an opening for a supervisor who "must" become a G. A. within the next three years. This will be an exciting, stimulating association with a friendly, aggressive group of successful people who would like to work with a man versed in programming, planning, taxes, sales and motivation. Guaranteed starting "salary" with no production requirements or contingencies in addition to full commission on all personal business. Opportunity for extra compensation through joint field work...

Applicant without general agency ambition should not apply. The man we select will merely use us as his training grounds. Home Office will verify. This Agency makes G. A.'s. Write fully to Box W-79 c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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Small or medium size Life Insurance Company. Replies confidential. PIONEER INVESTMENT COMPANY, P. O. Box 463, CHICAGO 90, ILLINOIS.

TABULATING SUPERVISOR

San Francisco life insurance company has good opportunity for qualified IBM supervisor. Assistant supervisor or well-qualified machine operator will be considered. Ideal weather, working and living conditions. Reply in confidence, give qualifications and personal history, to Box W-66, c/o The National Underwriter, 175 W. Jackson Boulevard, Chicago 4, Illinois.

Life Insurance Co. 5-10 million commercial mortgage money interested developing mortgage and life business Florida. Experienced mortgage and life man will match mortgage money with life insurance dollar for dollar. Write Box W-76, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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in new Actuarial Division of 50 year old Life and Accident Health Company. Age and experience open. Prefer man with at least five years experience, who has completed most of his exams, or willing to do so. Job will appeal to man with vision and ability to meet the challenge of an expanding opportunity within company management. Write Box V-75, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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Career opportunity in the Progressive Southwest for an agency Supervisor experienced in promotional campaigns of Special and Investment type contracts. You must be earning good money and want to improve your future with our 11 year old growing company. SALARY, PRODUCTION BONUS, and STOCK OPTIONS will be your incentive for a permanent position with us. This is not a new company promotional deal but an expansion program of an established company. Write Box W-70, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

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in established, growing midwest Life Company as Chief Underwriter who will also supervise policy issue department and reinsurance. Starting salary up to \$7200.00. Employee benefits, including group insurance and pension plan. Reply in confidence with full details of qualifications to Box W-61, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

PENSION ACTUARY WANTED

Consulting firm has opening in Texas for Fellow or Associate with meaningful experience in pension work. Replies strictly confidential. Our staff knows of this ad. Write Box W-73, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED

Providence Agency of large eastern life insurance company wants supervisor capable of becoming General Agent in a few years. Must recruit and train men and write \$250,000 personal business. Write, stating experience and qualifications. Address Box W-80, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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Are you a successful life salesman eager for advancement to a management position? Your next step may be Director of Sales in a fast growing agency representing one of the oldest mutual life insurance companies. Minimum starting income \$12,000. Send résumé to Box W-69, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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board's monetary controls will, in my judgment, prove inadequate unless backed by the necessary economic power to offset the pressures for excessive economic concessions. The experience of our own company is evidence that the 'persuasion of power,' not the 'power of persuasion' is the key element in the bargaining process. It is unthinkable that American Motors is paying higher wages and more costly benefits than those paid by the three largest automobile companies that are among the most successful companies in the world. Economic facts and the power of persuasion should have precluded this result of 'pattern plus' settlements that have been imposed by union power on smaller companies."

Mr. Romney also called for a modernizing and strengthening of the anti-trust laws.

Stronger Anti-Trust Laws

"In addition to modernizing the anti-trust laws, the basic conflict between the anti-trust laws and the labor laws should be eliminated," Mr. Romney asserted. "It is an economic absurdity to discipline prices through the competitive process and, at the same time encourage inflationary wage increases through unrestricted concentration of union power. The biggest economic decision our nation should make is whether to permit industry to go down the present union road of unrestricted concentration of power, or whether to restrain both

and make them go down the American road of division and distribution of power. It is regrettable that this need is being ignored and that risky expedients such as industry-wide bargaining have to be proposed to prevent the 1958 auto settlement from pouring more fuel on the fires of inflation."

As the final event of the business session Thursday, President A. Jack Nussbaum called on Harry Syphus, Beneficial Life, Salt Lake City, former NALU trustee, to make the motion for adjournment. Because of a recent illness, Mr. Syphus was in a wheelchair but he spoke with vigor and obviously was in fine spirits.

Other convention events and talks are reported in the special convention dailies distributed by THE NATIONAL UNDERWRITER at the convention and sent to all subscribers.

Washington Nat'l Offers Flu Shots

Washington National, hoping that Asiatic flu will not be as widely communicated as the publicity it is receiving, is, nevertheless, taking the precautionary measure of offering vaccine to all home office employees. Dr. P. C. Waldo, medical director, said no one can determine how severe and widespread a disease this new Asian influenza may become. He said it could very easily become as vicious and disabling a disease as did the previous type of influenza occurring in 1918.

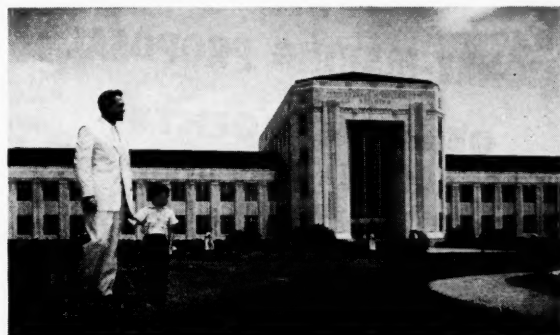
Protective Security Life of California, a new company licensed last April, has placed a \$1 million ordinary life policy on one life—a Los Angeles businessman.



ELECTED BY AMERICAN SOCIETY OF CLU—Pictured during the annual meeting of National Assn. of Life Underwriters in Detroit are (from left) Robert L. Woods, general agent of Massachusetts Mutual at Los Angeles, 2nd vice-president; William H. Andrews Jr., manager of Jefferson Standard at Greensboro, N. C., 1st vice-president; Eugene C. DeVol, general agent of National Life of Vermont in Philadelphia, president; Lillian G. Hogue, New York Life, Detroit, secretary, and Frederick W. Floyd, manager of Life of Virginia in Gloucester City, N. J., treasurer.



Officers of Association of Advanced Life Underwriters, a new agents' group organized this week at Detroit and dedicated to the interest of big case men, are, left to right, William J. Robinson, independent, Wilmington, Del., treasurer; Merrill P. Arden, Connecticut Mutual Life, New York City, vice-president; Robert C. Preble Jr., National Life of Vermont, Chicago, president; James Stoessel, National Life of Vermont, Los Angeles, vice-president, and Harold Franklin, Canada Life, Cleveland, secretary.



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Insurance Exists For Payment Of Claims

(CONTINUED FROM PAGE 21)

billion—was sold than was written from the beginning of life insurance in the U.S. to 1925. In 1925, \$55 billion of production in one year could not have been anticipated outside of sheer fantasy. But it has happened, and the industry is called upon to understand and appraise its meanings, not only for itself but for society as well. This can best be done by considering some of the forces which have contributed significantly to the development of a more general acceptance and use of life insurance.

The doubling of commodity prices since 1937 has doubled the need for life insurance, inasmuch as the buying power of the benefit dollar has been cut in half. This, with correspondingly higher salaries, wages and business incomes, has done much to increase the volume of new business, he said.

The most fundamental factor going to increase the business has been the establishment of life insurance as a necessary element of American life and economy. Since 1900, industrialization has increased, with the consequence that most people are unable to stand alone against the vicissitudes of life. As it was in primitive times, assistance and security are sought in group cooperation. Life insurance is the most available and natural provider of such assistance and security. It has required all the intervening time since the human race began to develop an environment conducive to the full sweep of the concept of life insurance.

The ability of the industry to respond to the inexhaustible need for its product has been greatly enlarged over the years as a consequence of mortality improvement, the effect of which has been accentuated by a concurrent improvement in underwriting principles and methods. Forty years ago, substandard underwriting was a mere theory. Today it is universally accepted, with the result that it can now be said that, with some limitation, life insurance coverage is obtainable from the cradle to the grave.

This business today presents a moving picture of vitality and keen competitive striving. At year-end 1950, there were 651 life companies in the U.S. At year-end 1956, there were 1,144. The spawning of new companies alone reflects a vitality reminiscent of the past when new territories were opened for settlement. Along with a virtual doubling of life companies within a 6-year period have

come rate reductions ranging from 5% to 20%, new kinds and styles of policies, new office and agency methods and, more important than all these, a verve and spirit to excel and exceed. Little companies want to grow big, big companies want to grow bigger. Such a vortex of motion and experimentation presents serious problems and perils, but they are not the deadly ones of industrial complacency or morbidity. Clearly, the industry is on the march toward a trillion dollar goal which, at the present rate of increase, may be attained within a decade.

Name Welfare Fund Advisory Group In N. Y.

Gov. Harriman of New York has appointed a 9-member, unsalaried advisory committee to work with state agencies which regulate union welfare funds. He recommended that such a committee be established by law.

The committee will advise the insurance, banking and labor departments on welfare fund matters and, working with the departments, will consider changes in the employee welfare fund control law.

Frank L. Weil, Manhattan lawyer, a public member of the committee, is chairman. Paul R. Hays, Columbia university law professor, and William H. Mulligan, dean of Fordham university law school, also are public members.

Labor representatives are John J. Brennan, secretary-treasurer of New York City Building & Construction Trades council; Wilbur Daniels, associate general counsel to International Ladies Garment Workers union, and William J. Isaacson, general counsel of Amalgamated Clothing Workers.

Management members are Wallace B. Dunkel, vice-president of Bankers Trust Co. of New York City; Gilbert W. Fitzhugh, 2nd vice-president in the group department of Metropolitan Life, and Robert R. Logan of Buffalo, executive vice-president of Construction Industry Employers Assn.

Pension and welfare funds operated jointly by management and labor were brought under state control by law in 1956. There are 1,000 jointly administered funds now under state control and 2,000 which are not. The insurance department has estimated total assets of both types of funds at \$14 billion.

Outstanding Sickness & Accident INCOME PROTECTION

Non-cancellable, guaranteed renewable to Age 65 — at guaranteed premium rates, non-aggregate, no house confinement, optional hospital-surgical-medical benefits. Sickness benefits from one year to ten years—Accident from two years to lifetime. (Also participating life insurance and all types of group insurance!)



Expansion program provides openings for qualified General Agents in selected areas.

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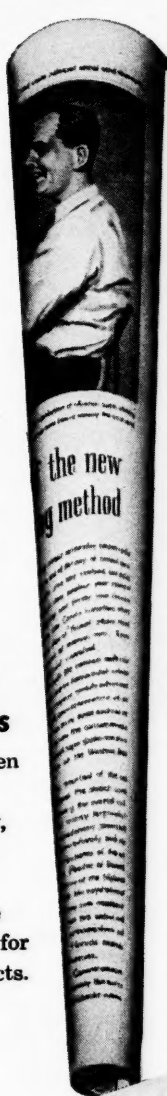
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... to help roll up more sales
of this New York Life product!



Hard-working Advertisements

like this one will be seen
by millions in *Life*,
Saturday Evening Post,
Look, *Better Homes &
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They'll help stimulate
even greater demand for
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How to buy \$10,000 more life insurance on a "do-it-yourself" budget!

New York Life's Whole Life policy
gives your family at least \$10,000
protection today... builds high
cash values for an emergency or for
a lifetime retirement income...
all at very low premiums.

If you're a home handyman not only be-
cause you enjoy it but, more important, be-
cause it helps stretch the budget, too... then
New York Life's Whole Life policy is for you.
Whole Life gives your wife and children
the extra financial protection every man
wants his family to have at a premium most
every family should be able to afford. It as-
sures your beneficiaries immediate cash, if
you should die. If you live, Whole Life steady-
ly builds high cash and loan values that give

you a backlog for an emergency. When you
reach retirement age, your Whole Life policy
can pay you a regular monthly income for
the rest of your life!

Best of all, premiums are remarkably low.
Whole Life's \$10,000 minimum face amount
permits savings which are passed along to
you. Issued at age 25, for example, the regu-
lar monthly premium for Whole Life is only
\$15.50. Issued at age 35, it's \$20.80 and at
45, \$25.70. Under Check-O-Matic®, New
York Life's special monthly premium pay-
ment plan, the premium is only \$14.95,
issued at age 25, \$20.05 at age 35, and \$28.60
at age 45. And dividends can be used to
reduce payments even further.

Your New York Life agent can give you
complete details. So why not make your

family's security another do-it-yourself proj-
ect and call him right away? Or send a post-
card to the address below.

The New York Life Agent
in Your Community is a Good Man to Know

New York Life
Insurance Company

51 Madison Ave., N. Y. 17, N. Y.
(In Canada: 330 Bay Street, Toronto, Ontario)

Life Insurance • Group Insurance
Accident & Sickness Insurance
Employee Pension Plans



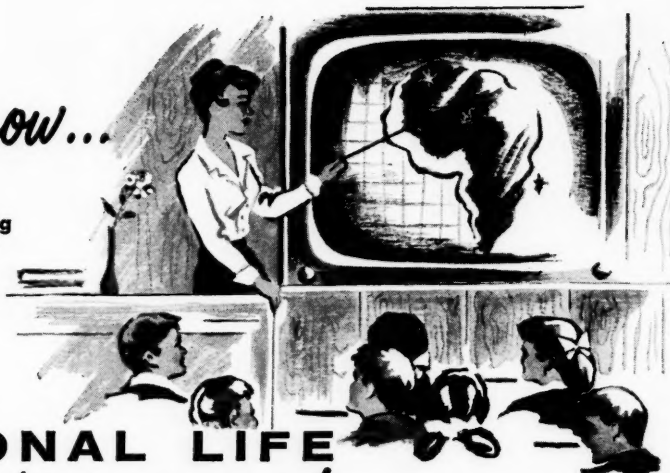
New York Life Insurance Company

A MUTUAL COMPANY **nylic** FOUNDED IN 1845

Life Insurance • Group Insurance • Accident & Sickness Insurance • Employee Pension Plans

design for tomorrow...

In the years just ahead, teaching methods will advance measurably through the use of new visual and mechanical aids to education to meet the requirements of a more enlightened public in a more technological age.



OHIO NATIONAL LIFE

designs for tomorrow, too!

Your education's not complete until you've seen Ohio National Life's 1957 Rate Book. Take term coverages for instance. More than 30 different plans and riders, and each one cost competitive in every respect. Plans like these, designed for specific needs and situations, give Ohio National Life representatives the advantage of a complete portfolio.

OHIO NATIONAL LIFE Term Coverages

10, 15, 20 Year Multiple Protection Rider (Non Par).	Essentially level term coverage with 20% extra first 3 years—each unit \$1200 initially . . . \$1000 after 3 years.	Guaranteed conversion at either original or attained age. Low guaranteed premium. Will write up to 3 units per \$1,000 of basic insurance. Issued substandard, same basis as convertible term plans.
10, 15, 20 Year Family Income Rider. Family Security Rider (Benefits to Ins. Age 65.)	1 Unit attached to \$1,000 provides \$10 per month from date of death to end of income period.	Any desired percentage of basic policy proceeds may be paid at time of death . . . balance at end of income period. Will write up to \$25 per month income per \$1000 basic policy. Any desired number of units available up to this maximum. Commuted value may be applied under another settlement option.
Mortgage Protection	Available either as term rider or as basic plan of insurance for 10, 15, 20, 25 and 30 year mortgages. Designed specifically for the big monthly amortized mortgage market.	Ratio of initial rider insurance to basic may be either 3:1, 2:1, or 1:1. Rider coverage non-par. Basic (par) plans \$5,000 minimum initial amount.
5, 10, 15 Year Non-renewable Term (\$2,500 Min.)	Convertible at original or attained age.	Wide range of issue ages. Available for some physical impairments up to Table B.
Term to Age 65 (\$3,000 Min.)	Convertible at original or attained age.	Convertible to age 60.
5 Year Renewable Term (\$2,500 Min.)	Convertible at original or attained age.	Renewable to age 65. Convertible to age 60.
5, 10, 15 Year Non-renewable Term (\$2,500 Min.)	Non-convertible.	Available for some physical impairments up to Table D.

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